

At least you did  
it with dignity.



# ONEIDA

Pattern shown: Golden Aquarius

Sept. 1996

Better Homes & Gardens



PAGE 78

HFD

JAN. 16, 1989

07/053



Contemporary beechwood group with sculptured lines. A popular wood with new flair. 3-piece canister sets, staved salad bowls, recipe boxes, bread boxes, mugs trees.

The next  
China des  
in pine wood  
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JULIE POMERA



# Bosch Is carefully as it puts its kitchen electrics in dept. stores

By H. LEE MURPHY

BROADVIEW, Ill. — With retail buyers already served by Krups, Braun, Rowenta and Melitta, do merchants have room for another German appliance supplier? Robert Bosch Corp. thinks so.

In fact, executives at the company are hoping the widening distribution of such resources as Braun and Melitta, which are heavily sold to mass merchants, could give it just the opening it needs in better channels, including department stores and specialty gourmet stores, where it resolutely promises to limit its own sales.

"We think we're an effective alternative for a buyer seeking a fresh German name," said Bernard von der Lieth, Bosch's national sales manager.

Although Bosch kitchen electrics have made their way to U.S. shores previously with limited success, the company is now moving into the market in a serious — but carefully measured — manner. Management, which expects Bosch to compete most closely for placement against Krups, plans to build its business slowly.

Executives report signing on 21 different manufacturers' representatives groups and winning initial placement with such high-end chains as Bloomingdale's, Burdines and Bullock's. This year, Bosch hopes to add another four or five sizable department store chains and perhaps 200 gourmet shops to its customer list.

"We're not greedy. We're willing to be very patient and wait for retailers to decide they're ready for us," von der Lieth said. Bosch, he added, was 10 percent ahead of its 1988 sales projection through mid-December.

With several products making debuts at this week's housewares show, Bosch management insists the company can become a major force in small electrics on this side of the Atlantic within time.

At this week's housewares show, Bosch is unveiling an electronic hand mixer, its smallest-ever food processor, a cool-wall toaster and three new irons.

The new hand mixer, priced to retail at \$59, is reported to be so strong that it can mix bread when fitted with a dough hook. Even more unusual are electronic sensors designed to judge resistance to the blades and provide the power necessary to keep the blades moving at a constant speed. The product is slated to ship in April.

The irons, priced from \$49 to \$79 at retail, have chrome-plated sole plates and an extra-steam feature. Carrying a \$50 retail, the toaster not only features a long, extra-wide slot, but also an automatic centering device and a flip-up bun warmer.

Bosch's mighty Kitchen Machine, which mixes, grinds, pro-

cesses and blends all in one unit, is so big that it will accommodate up to 12 pounds of bread dough at a time. Priced as high as \$599, however, von der Lieth doesn't believe conventional retail channels are ready for it. "It really needs to be demonstrated to be sold," he said, adding "eventually it may sell as a specialty item in U.S. stores, replacing the KitchenAid and Cuisinart in some kitchens."

In the meantime, Bosch is actively selling the Bosch

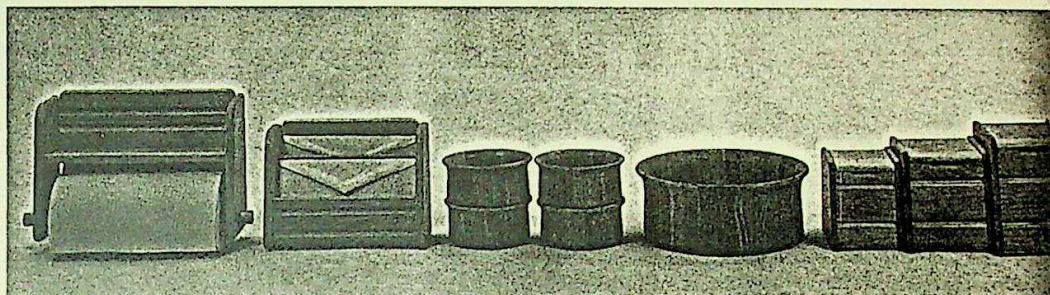
Lucerne, which handles just four pounds of bread dough and lists at \$299 (dealer cost is \$149), and the Dusseldorf, which takes three pounds of dough and lists at \$229. To round out its line, the company will introduce an even smaller food processor at the Housewares Show, advertised to be slightly larger than Cuisinart's Little Pro, priced at \$99.

The company's biggest business, however, is in coffee makers, and Bosch offers a



"We think we're an effective alternative for a buyer seeking a fresh German name."

— Bernard von der Lieth,  
Bosch



## NEW BEECHWOOD

HFD  
JAN. 16, 1989  
PAGE 78

*Julie Pomerantz*



Contemporary beechwood group with sculptured lines. A popular wood with new flair. 3-piece canister sets, staved salad bowls, recipe boxes, bread boxes, mugs trees.

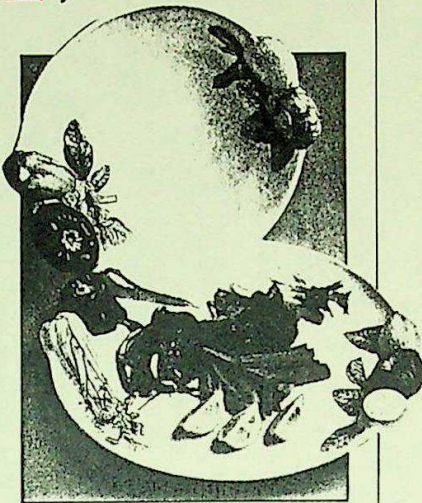
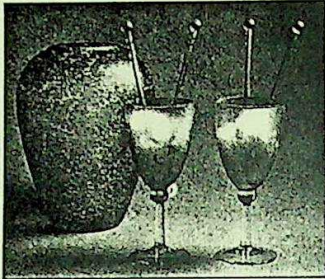


D7/653

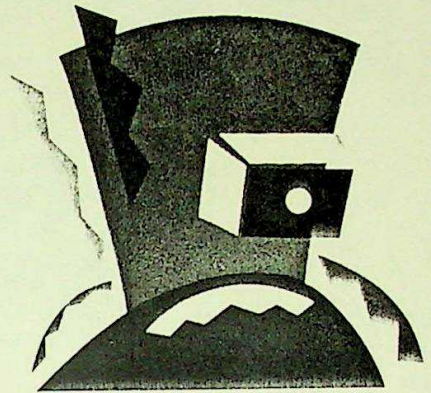
hand-painted pottery dishes from the company's new Vegetable collection.  
Circle 243 on enquiry card

APRIL,  
1987

▼ Penelope Wurr Glass, stand 29. The Marbled Collection combines classic shapes with an original image, comprising the vase and wine glasses shown.  
Circle 244 on enquiry card

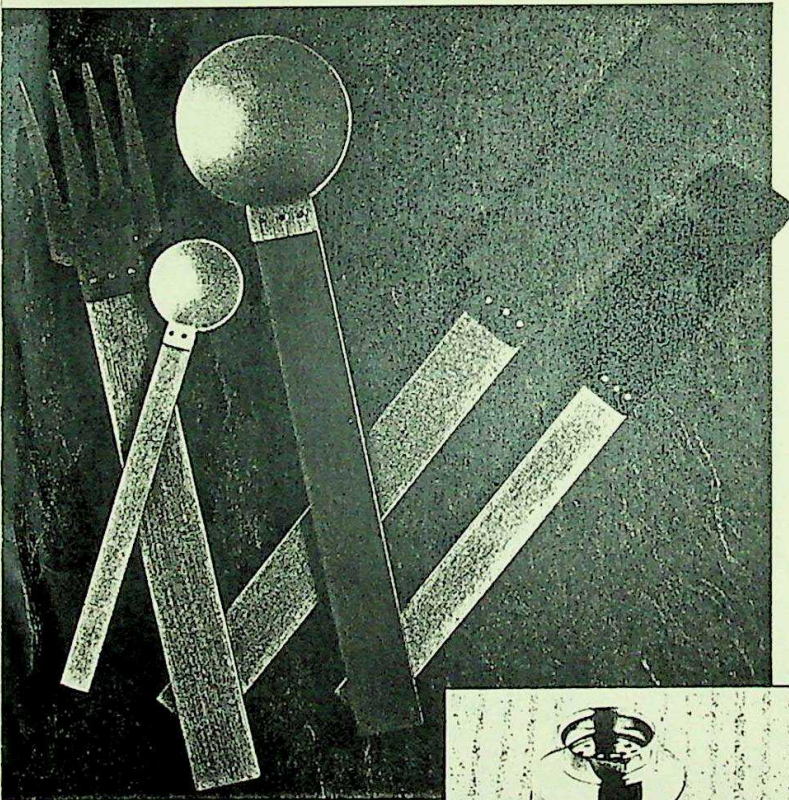


D R A W E R



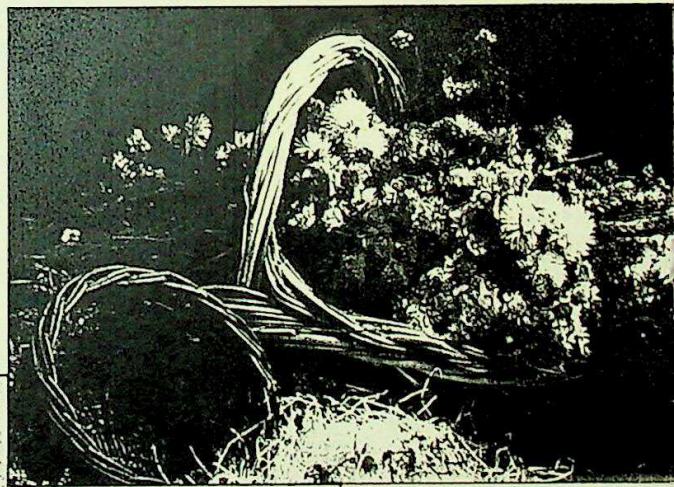
The Summer Top Drawer Exhibition will be held at London's Kensington Exhibition Centre from 26 to 28 April. The combination of 350 manufacturers, distributors and new designers will provide visitors with the opportunity to see the best from the giftware industry

## TABLEWARE INTERNATIONAL

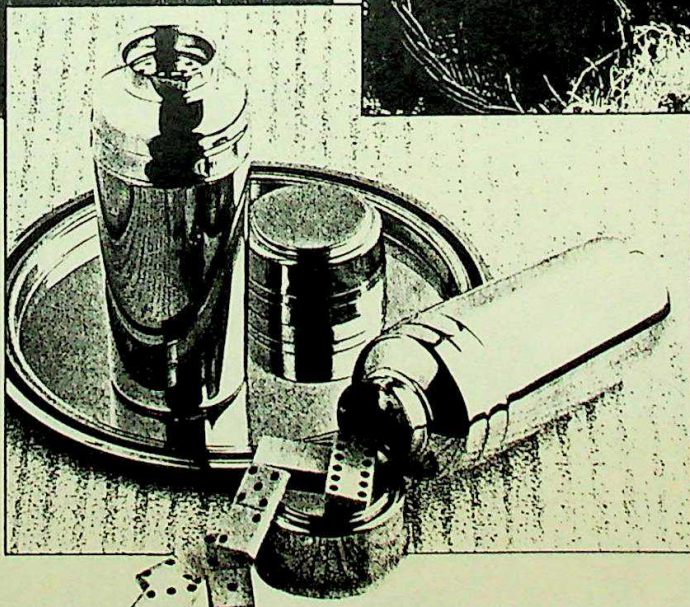


▲ Rozzell Impex, stand 13. A polished, vibrant finish is achieved through brush anodising on this unusual cutlery.  
Circle 242 on enquiry card

PAGE 74



▲ Machin and Henry, stand 6. The company imports dried flowers from all over the world for customers to make their own arrangements.  
Circle 241 on enquiry card



◀ Inoxtec, stand 75. The company will show an exclusive selection of items from the renowned Merano range of 18/10 stainless steel.  
Circle 240 on enquiry card



D7/653

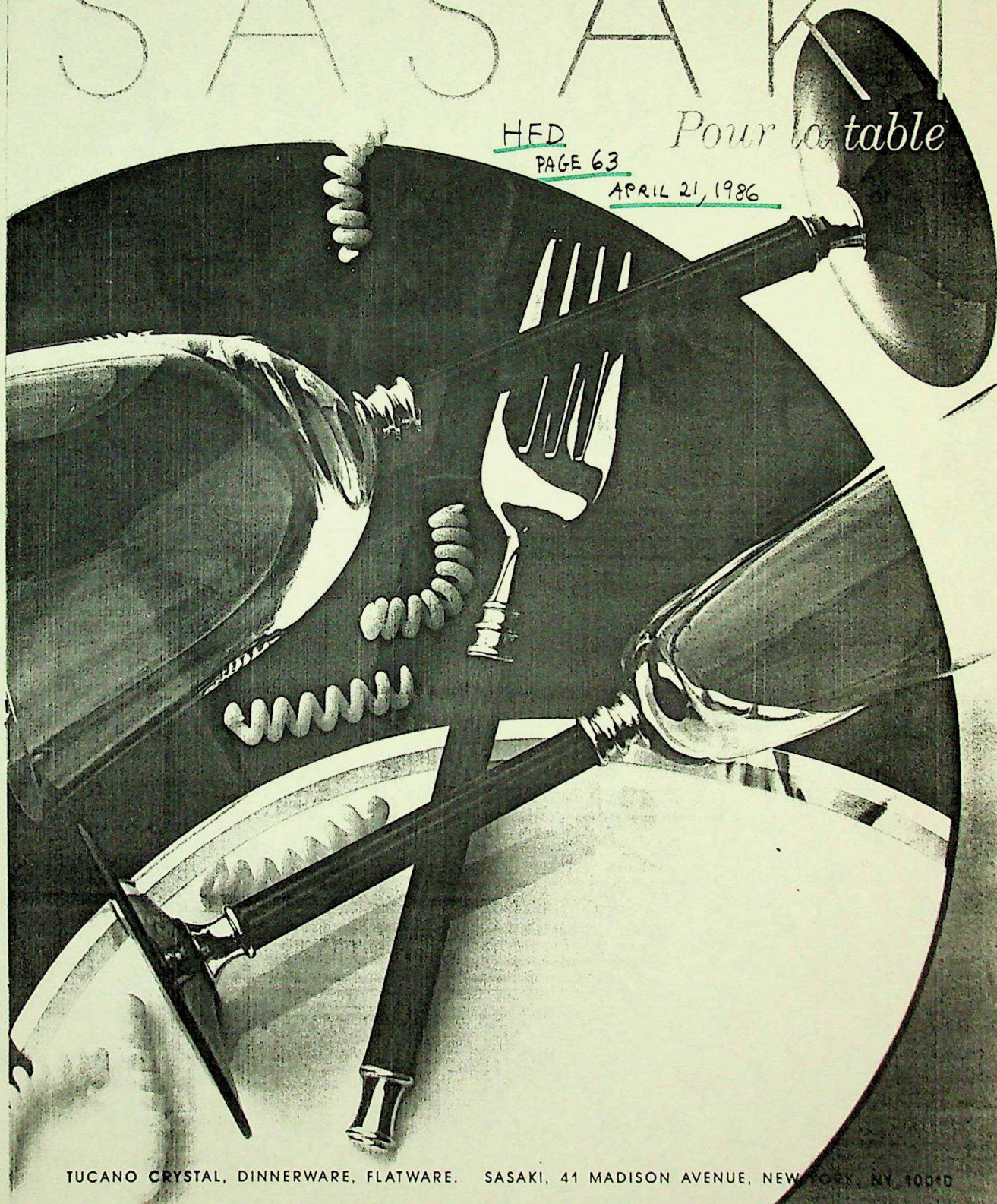
# SASAKI

HED

PAGE 63

APRIL 21, 1986

*Pour la table*



TUCANO CRYSTAL, DINNERWARE, FLATWARE. SASAKI, 41 MADISON AVENUE, NEW YORK, NY 10017



# MIRAGE

No, it's not cut crystal, it's Mirage. The look of fine lead crystal at a pleasing acrylic price. 20 piece sets that are dishwasher safe.

# GOURMATE FLATWARE SETS

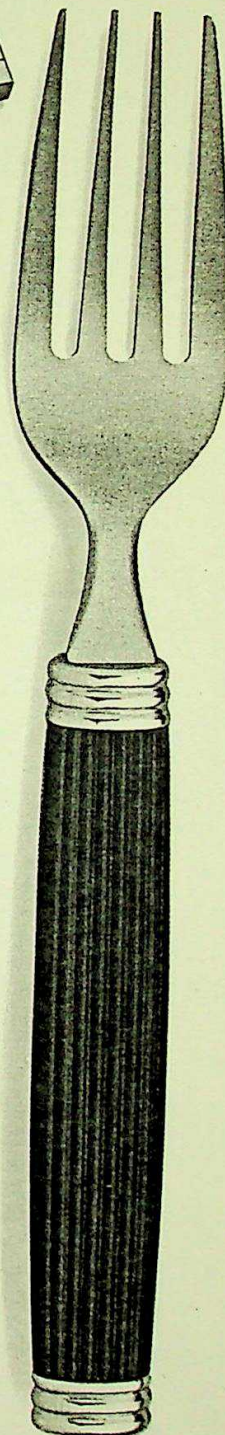
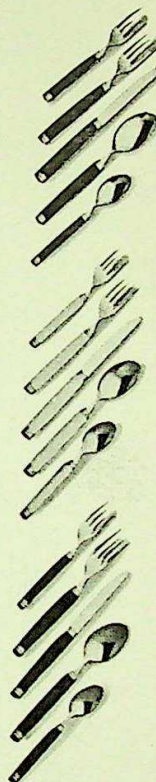
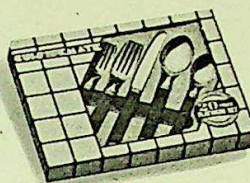
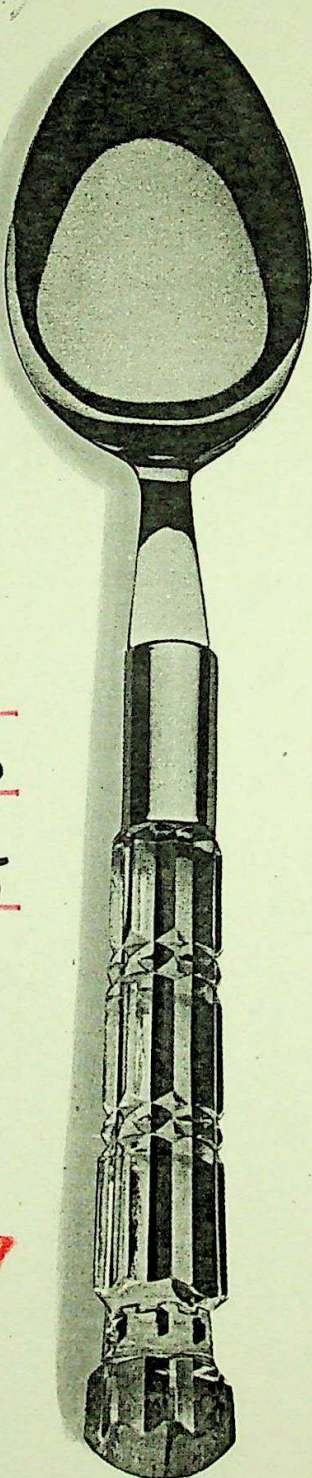
A perfect complement to every table. A contemporary look in 20 piece sets. Dishwasher safe. Red, white, blue or black.



HFD

MARCH 24,  
1986

PAGE 55



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MARCH 24, 1986

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FULL PAGE 55  
(REDUCED SCALE)

bid 3/24/86

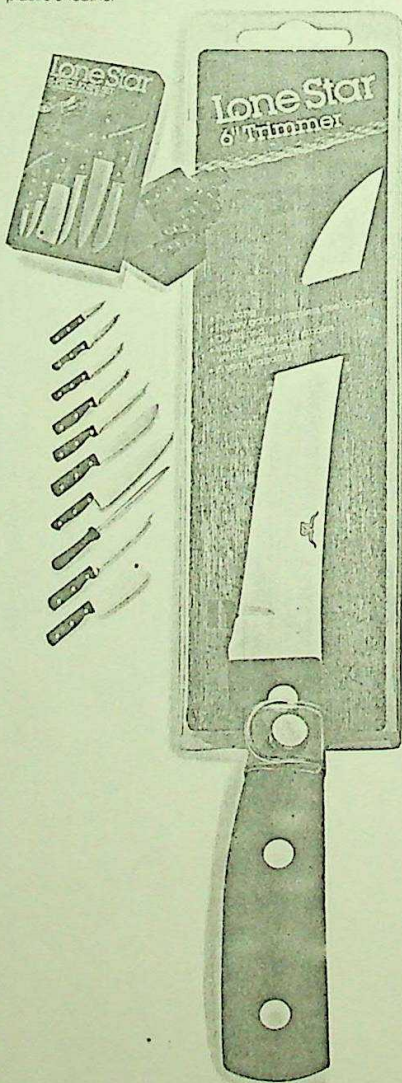
55

# Who's giving away a taste of Paris? Robinson, of course.

Come to our Booth 4247 at the Houseware Show. See our extensive line of basic kitchenware and gourmet essentials. While you're there drop off your business card to be eligible for the drawing. Retailers and their employees only.

## LoneStar

Full tang, triple brass rivets, heavy gauge steel blades. In sets. Open stock available in reusable plastic sheaths.

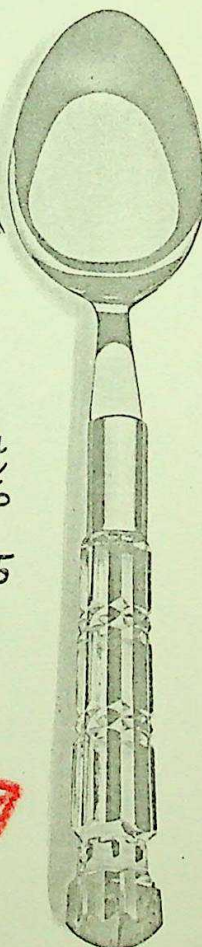


## MIRAGE

No, it's not cut crystal, it's Mirage. The look of fine lead crystal at a pleasing acrylic price. 20 piece sets that are dishwasher safe.

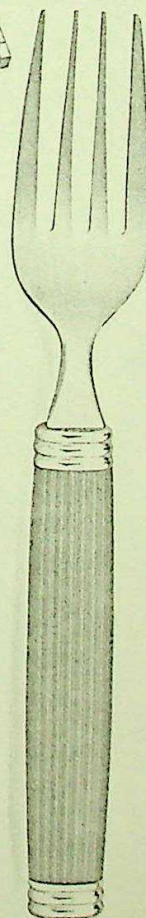
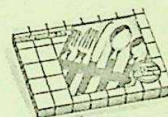


HFD  
MARCH 24  
1986  
PAGE 55



## GOURMATE FLATWARE SETS

A perfect complement to every table. A contemporary look in 20 piece sets. Dishwasher safe. Red, white, blue or black.



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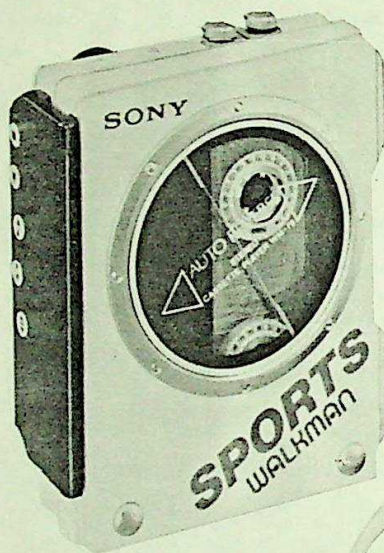


The top-of-the-line IT-A600 telephone/telephone answering machine, designed in-house at Sony (Park Ridge, N.J.), incorporates sophisticated technology into an impressively sleek grey casing: features include one-touch dialing, beeperless remote control, and a message transfer system which allows calls to be forwarded to a remotely programmed number.

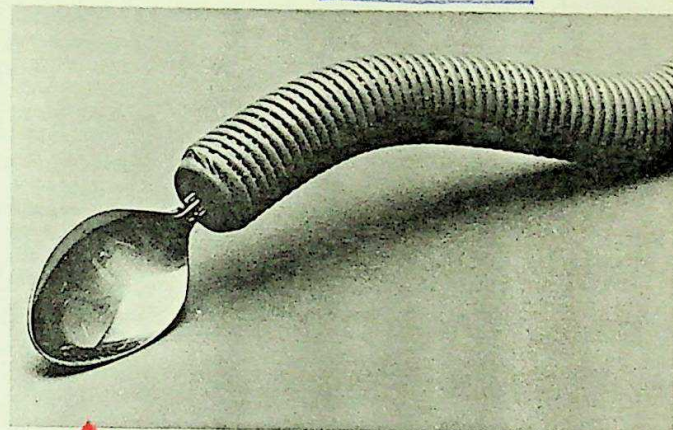
## INDUSTRIAL DESIGN

SEPT./OCT. 1985

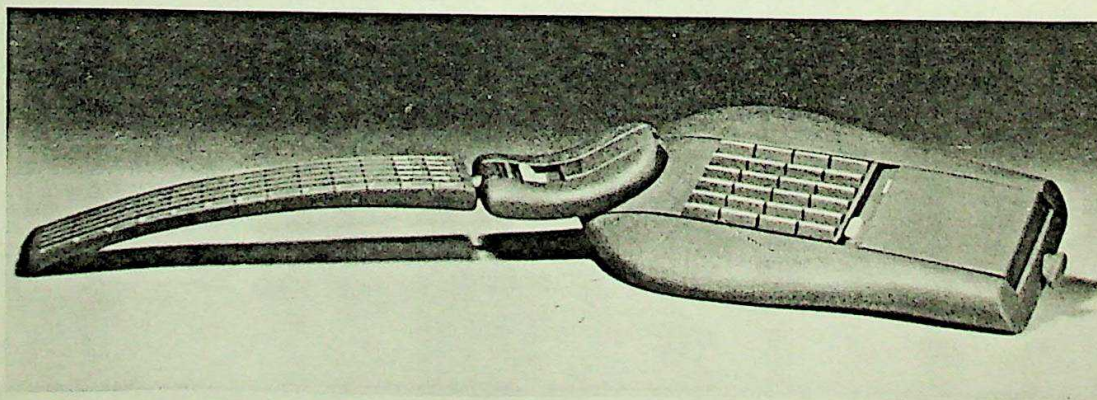
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Splash-proof, sprinkle-proof and snow-proof, the Sony Walkman is now available in an improved sports model which offers more features at a lower retail price; the WM-F75 includes auto reverse, Dolby noise reduction, and a counter inertial flywheel for stabilizing the tape while walking, jogging or cycling.



The A.F.D. adaptive feeding device was designed by Anthony H. Levine of California State University at Northridge as part of the Armco Student Design program; the innovative device flexes to conform to an individual's hand or wrist, compensating for most muscular and skeletal deformities to allow self-feeding.



Designed by David J. Fitzgerald (Berkeley, Calif.) the Ami is an electronic articulated musical instrument that was a student award winner of the Industrial Design Society's Design Excellence competition; its adjustable shape and programming abilities allow it to conform to the needs of musicians with age- or accident-related handicaps.



D7-653

IRE



AUGUST, 1985

JEWELERS' CIRCULAR-KEystone

# TABLETOPS

PAGE 294

**Yamazaki:** Three Gold Accent stainless flatware patterns include the radiating gold arrow of Monique, the graceful gold crown of Cara and the asymmetrical gold fan of Celine.

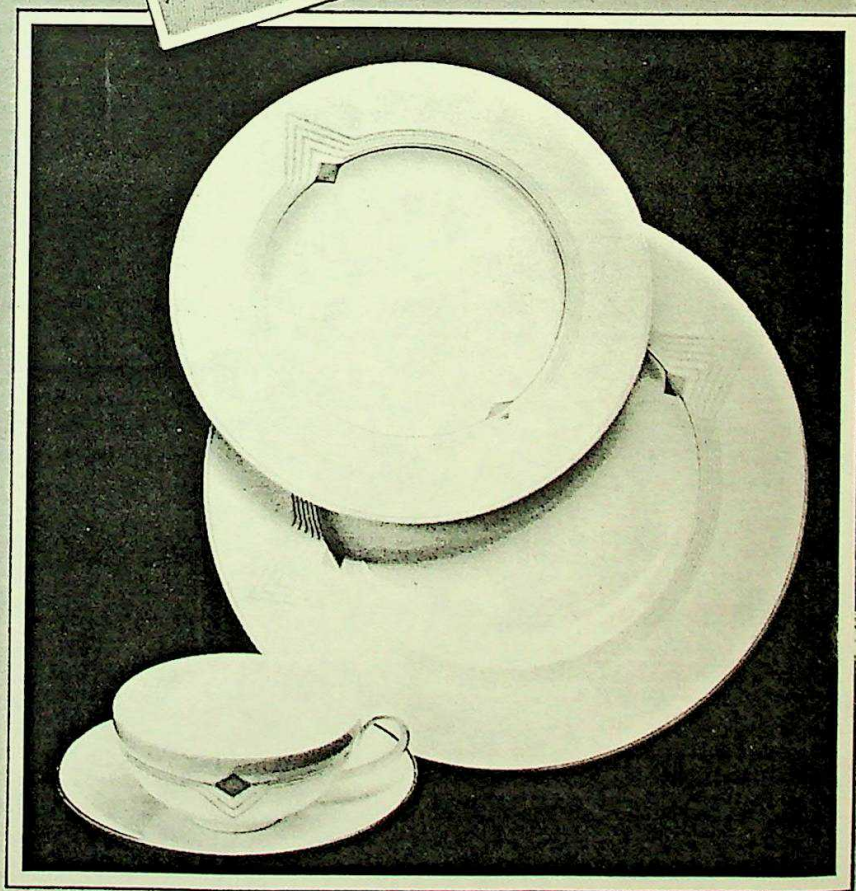
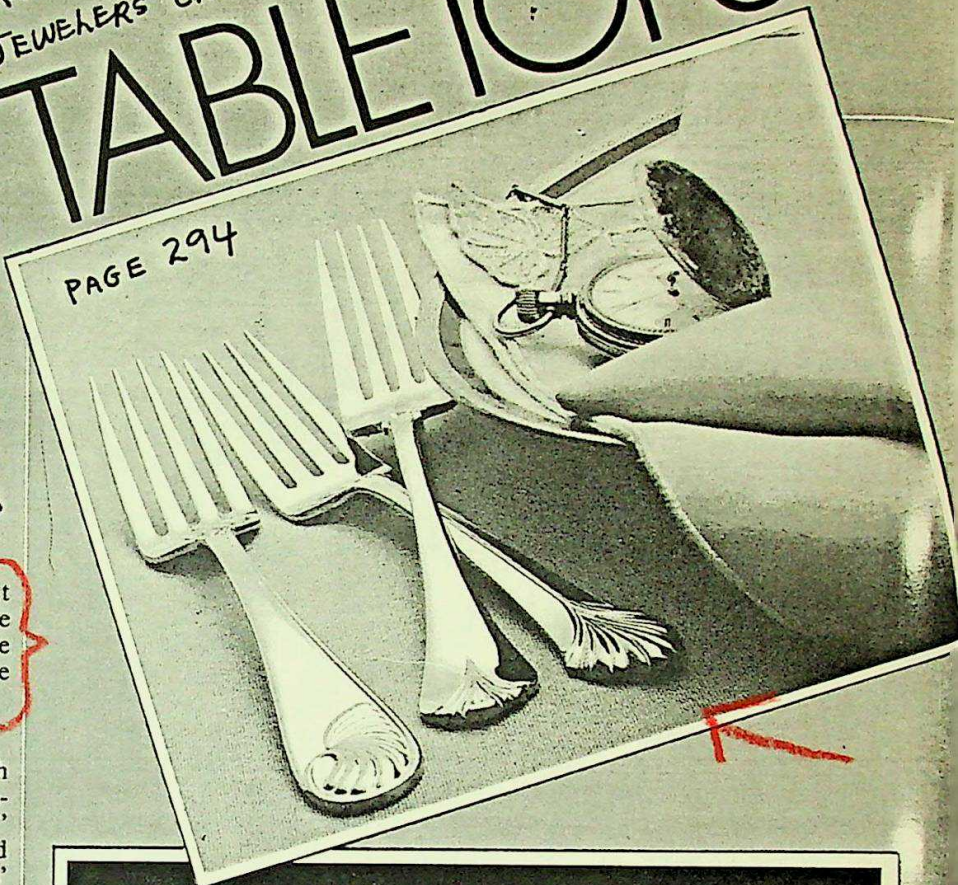
**Villeroy & Boch:** Working with *Harper's Bazaar*, Villeroy & Boch saluted "Design Excellence: Germany" with fashions by Escada, Mondri and Chamara. Calling itself "tabletops" fashion leader," the company introduced four new bone china patterns. They were the lavender and raspberry Bel Canto, the pink and gray Osiris, the bold geometric Vega and the opulently-trimmed Origo. Five-piece settings retail for \$90 to \$100.

Villeroy & Boch also established a new Executive Gifts and Special Accounts division and signed a licensing agreement for commemorative porcelain plates with the Statue of Liberty/Ellis Island Foundation Inc.

**Mikasa:** Mikasa turned to fabric designer Jack Lenor Larsen for its new Terra Nova Collection of tableware, inspired by the New York's Museum of the American Indian. The collection includes dinnerware, crystal stemware, flatware and table linens.

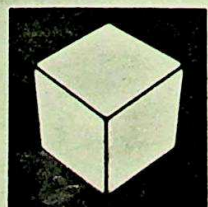
One of the best is "Current Black," a flattened circle shape with wavy lines of electricity. It is offered in several colors.

Larsen, who was at Mikasa's 41 Madison Ave. showroom, called tablesetting a "great sport" for those with a mind open to unusual combinations of color and shape.





Created by fire. Oneida's new Libretto pattern in flame polished, full lead crystal and 18/8 stainless. Complete services and open stock at fine stores.



# ONEIDA

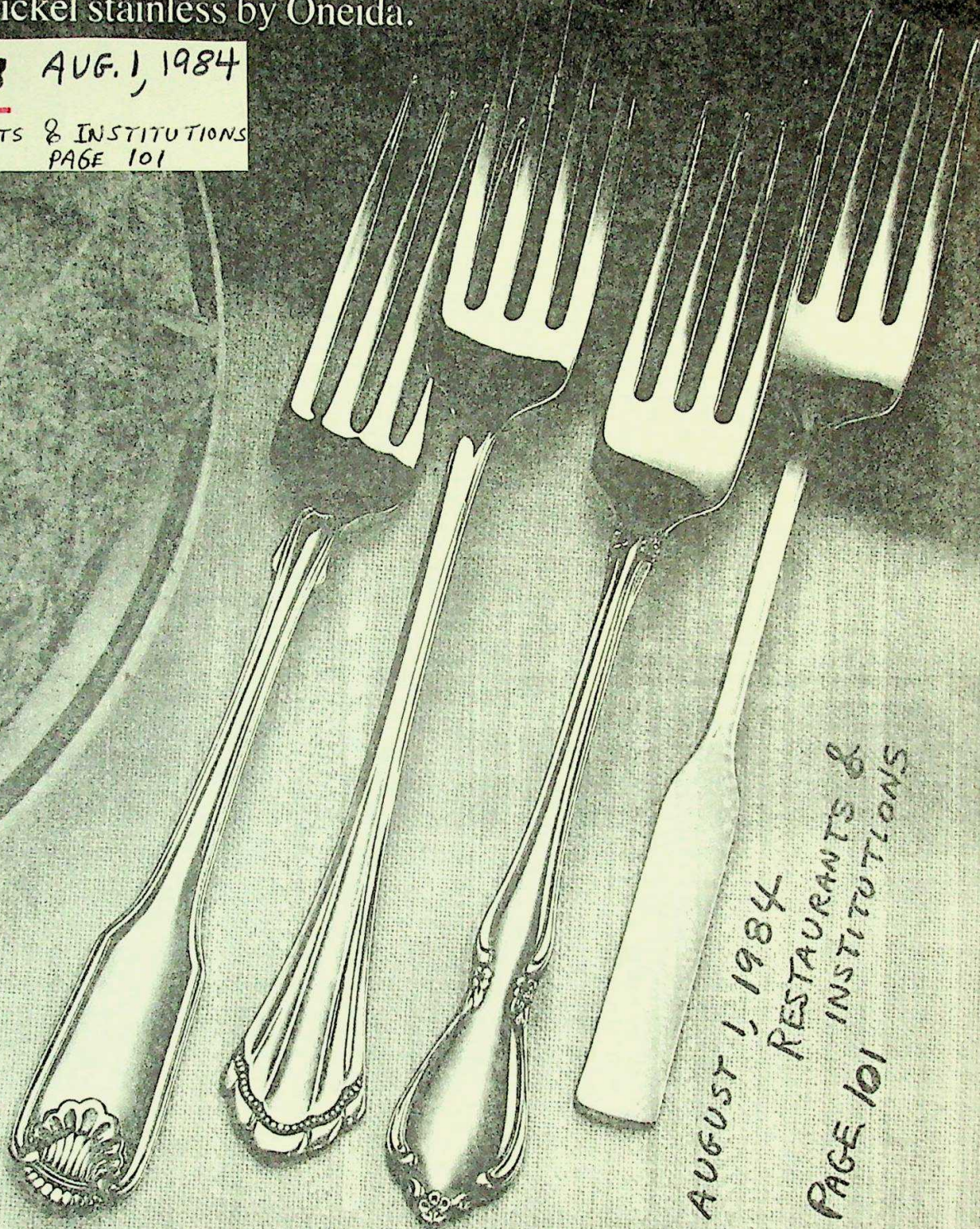
The silver cube. Our silversmiths' mark of excellence. Made in America.  
For a free brochure write Oneida Silversmiths, P.O. Box 1, Oneida, New York 13421.



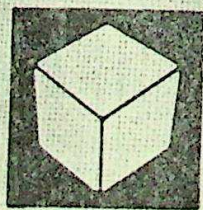
Because your tabletop is your calling card.  
18/8 nickel stainless by Oneida.

D7/653 AUG. 1, 1984

RESTAURANTS & INSTITUTIONS  
PAGE 101



AUGUST 1, 1984  
RESTAURANTS &  
INSTITUTIONS  
PAGE 101



# ONEIDA

The silver cube. Our silversmiths' mark of excellence.

Shown from left: Classic Shell, Marquette, Chateau, Modern Antique. It's the 8% nickel that gives Oneida 18/8 stainless a warm, silver-like appearance plus superior resistance to corrosion and attack by food and detergents. And it's Oneida craftsmanship that gives it the correct weight and balance for fine dining. Ask your distributor or contact Oneida Silversmiths, Foodservice Division, Oneida, N.Y. 13421.

For information circle 48



what's been happening. At our port meeting, they quoted a 99 price point. If it gets that, it's going to kill our regular ware business," said a buyer from a May Department Stores. A number of retailers said they

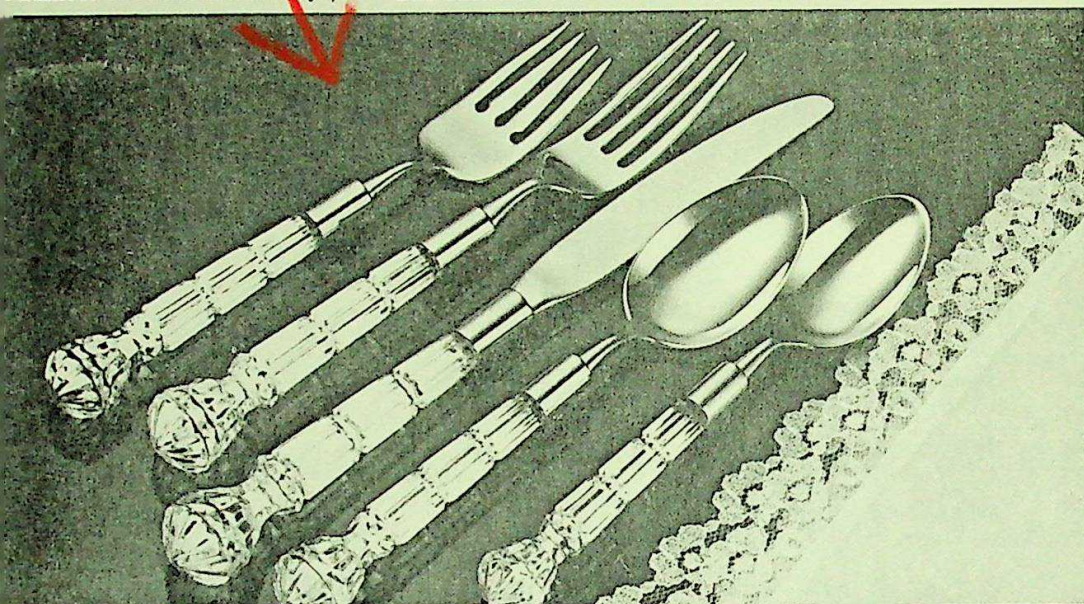
One buyer called Reed & Barton's line of walnut and silver-plated desk accessories a "class act."

Others pointed to Christmas ornaments from makers like Christofle and Wallace International.

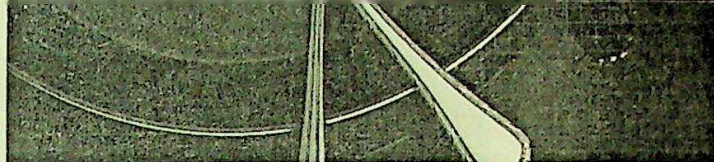
"The Christofle ornament is ex-

a 24 percent lead crystal handle. "Oneida is right on with its crystal pattern," said a buyer from a Carter Hawley Hale department store unit. "I think it's going to take off."

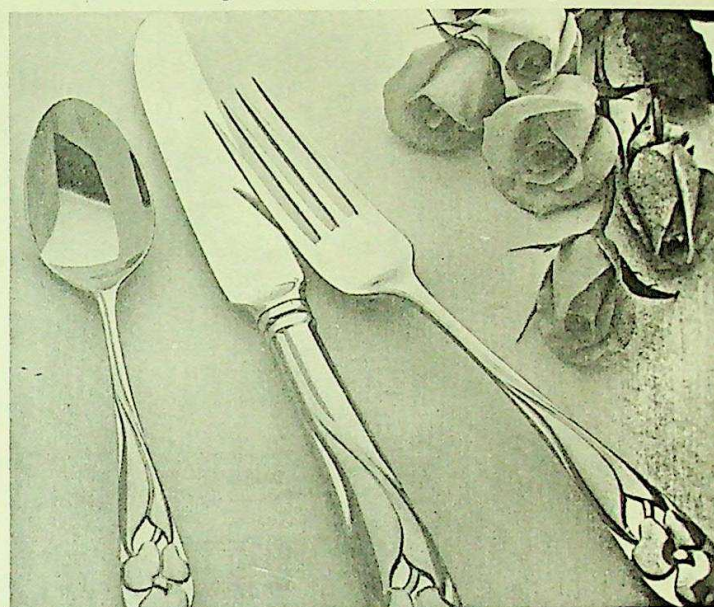
However, others maintained that the flatware, to be promoted



Oneida's Libretto pattern with 24 percent lead crystal handles received mixed reviews at the show. \$100 for four-piece place setting, at retail.



The three new stainless patterns from Kirk Stieff were praised for quality design. \$60 for five piece place setting.



Some retailers will be bringing in Ariane, Yamazaki's goldplated and stainless pattern, for fall. \$65 for five piece place setting.

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BOTTOM OF  
PAGE 50

# WHY WAIT?

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PAGE 50

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HONG KONG  
ENTERPRISE  
DEC. 1983  
PAGE 1

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HONG KONG ENTERPRISE 12/83



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GOLDSCHMIEDE  
ZEITUNG

JUNE 1982

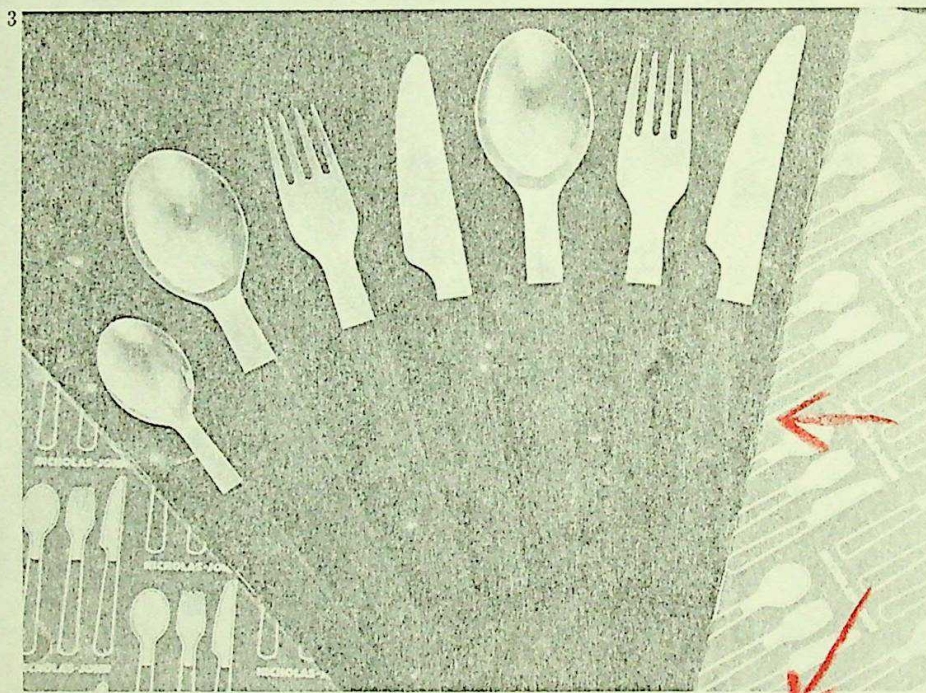
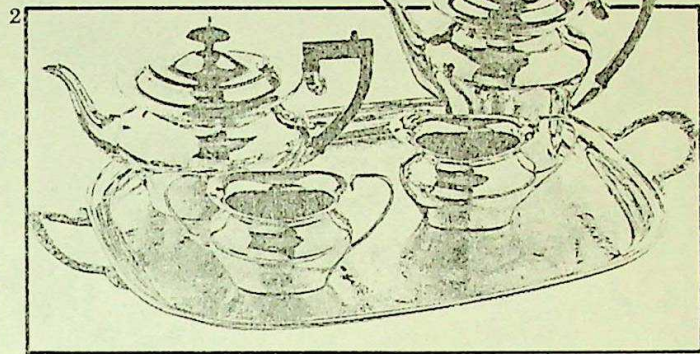
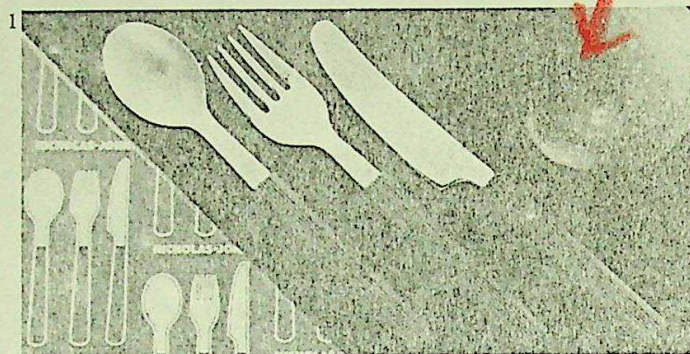
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D7/653

FEB, 1982  
TABLEWARE INTERNATIONAL  
P. 117.



1 'Clough' is the name of this child's cutlery set from Nicholas John (H4/J357). Packed in an attractive gift box, 'Clough' features a high polished stainless steel blade bonded to a heat resistant ABS handle. Colours available are bright red and sun yellow

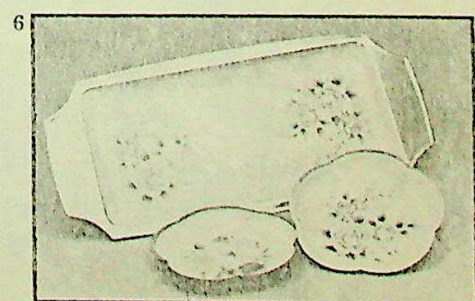
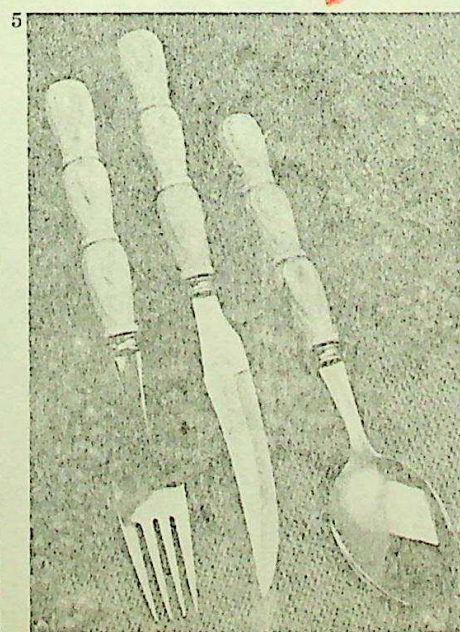
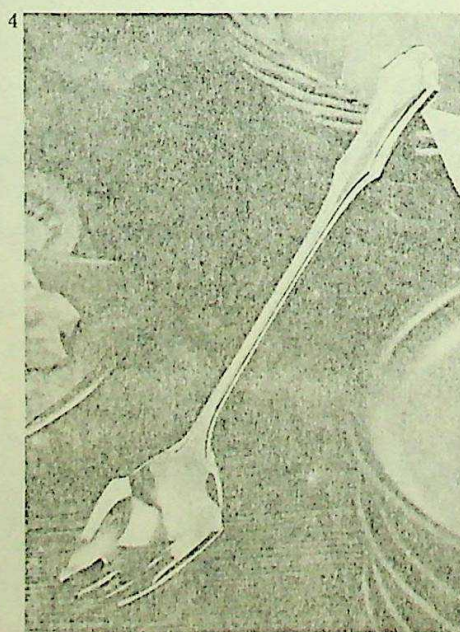
2 Parkin Silversmiths (H4/K400) will be exhibiting three new tea and coffee sets: 'George II', 'Fluted Georgian' and 'Old English' (pictured). All three ranges are traditionally styled. The company will also be showing a series of giftware including a superb claret jug in the 'Gadroon' style

3 The most recent introduction to the Nicholas John (H4/J357) range of cutlery is 'Castleton'. The 18/8 stainless steel blade is bonded to a heat resistant ABS handle which provides a stylish matt finish. 'Castleton' is available in white, black, brick red, bright red and navy blue and is sold as loose stock or in gift boxed sets and canteens

4 H Housley & Sons (H4/H349) will be presenting this buffet fork, the three-in-one eating utensil from the extensive range of 'Regency' cutlery

5 Pictured are three items from the 'Rowan' collection of Sheffield-made stainless steel cutlery with turned wooden handles. This range is just one of an extensive collection of stainless steel cutlery which can be seen on H Housley & Sons stand

6 Monogram Cutlery Group (H4/G302) will be introducing a collection of scatter dishes. Produced in stainless steel, these dishes have an enamel pattern on the inside. There are two sizes in the range with a choice of five different patterns. Each dish is individually packaged for presentation



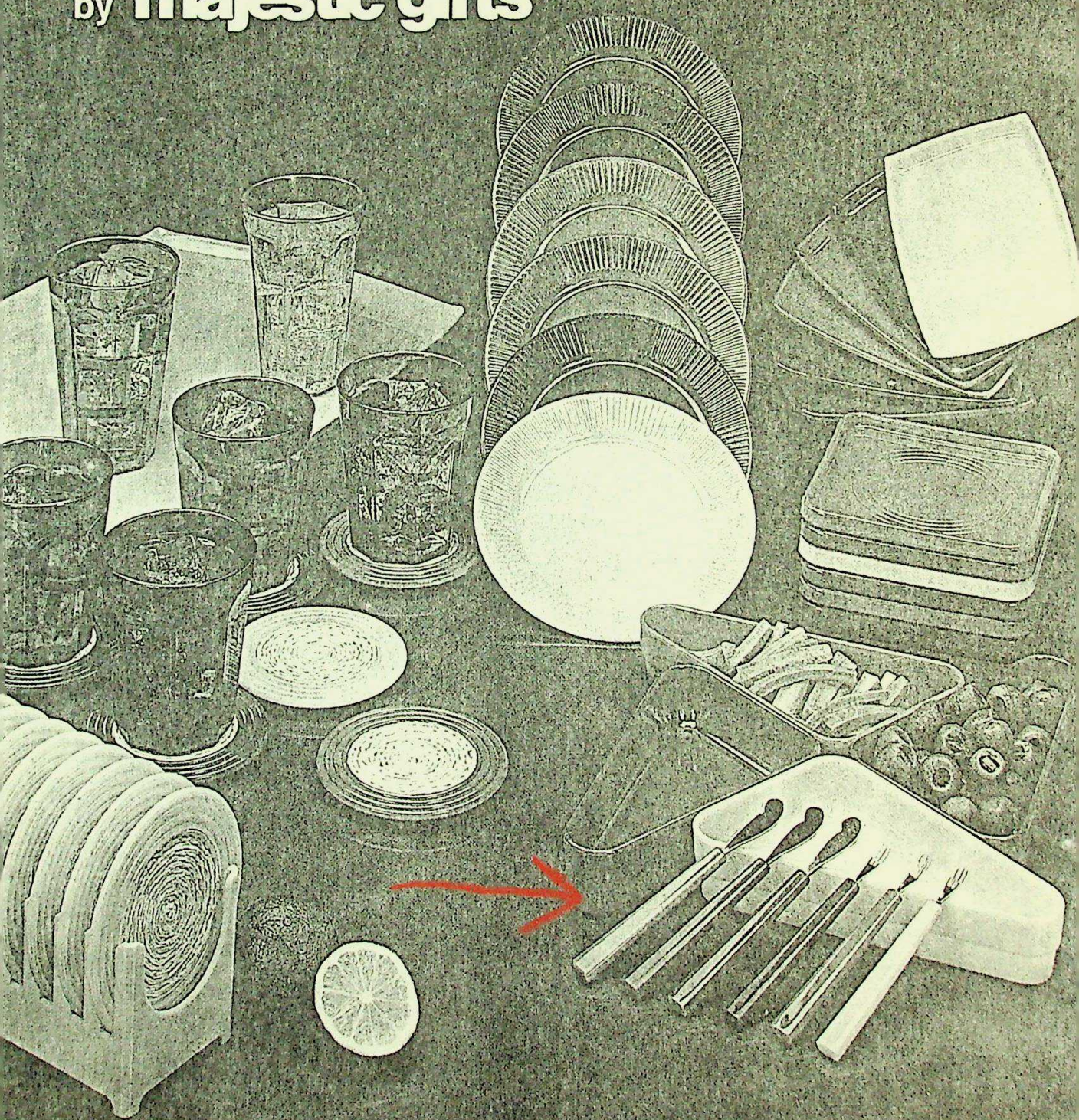


D7/653

AUGUST, 1980  
GIFTS & DECORATIVE  
ACCESSORIES p.53

# a look at the world through RAINBOW colored glasses

by **majestic gifts**

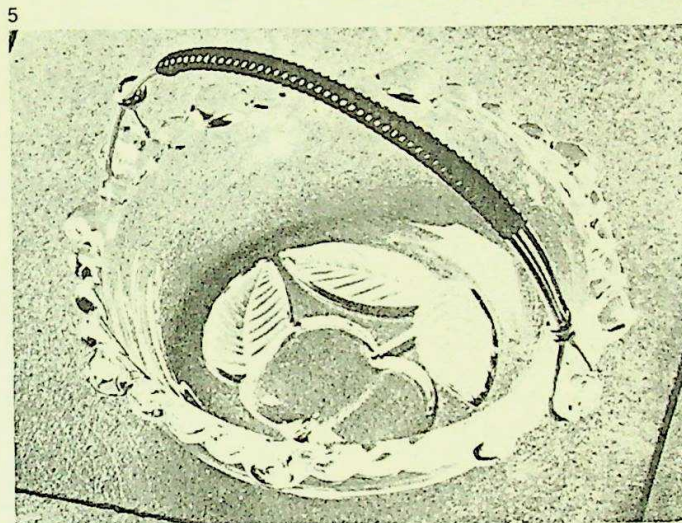
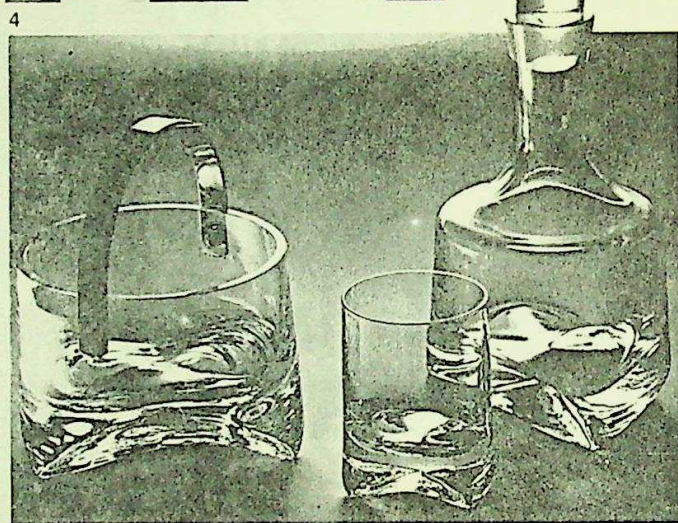
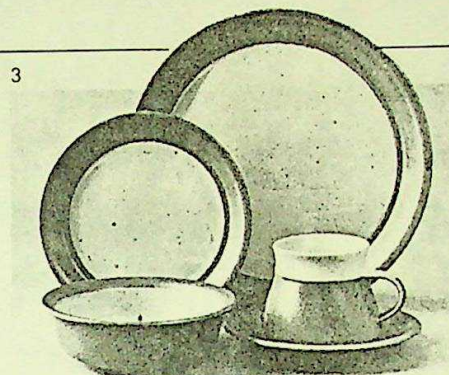
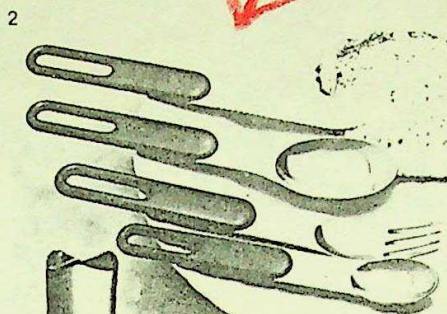
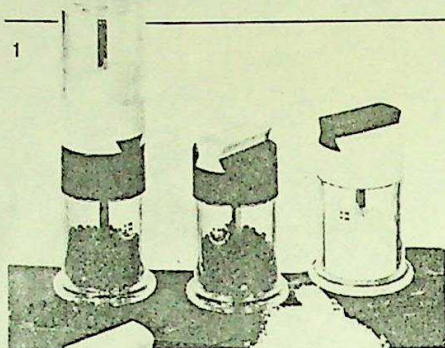


Creators of The Coaster That Works, Le Glass, The Great Plate, and many more quality gift items. For information please write or call MAJESTIC GIFTS, 60 Cherry Street, Bridgeport, CT 06605 203-367-7900.  
Made in U.S.A.



D7/653

FEB. 1980 P. 114  
TABLEWARE INTERNATIONAL



1 Pictured are the '1-Bo' and '2-Bo' from Barbecco (H1/D89). As shown, the pepper and salt mills can be used separately or assembled together. They are designed by Bjarne Bo and Henrik Mikkelsen and made in Denmark

2 'Tummpi' is the name of this range of cutlery which is ideal for picnics. There are only four pieces in the range - available in gift boxes containing 16 pieces. 'Tummpi' can be seen on Barbecco's stand

3 Barbecco will also be showing this range of Sial dinnerware from Canada. Sial's basic shape, achieved by the intersection of two ovals, was designed by Gaetan Beaudin. Sial dinnerware is available in four colours - white, brown, green or grey

4 Among the wide selection of products from Royal Krona which Barbecco will be exhibiting is this range called 'Skoll'. Shown here are the decanter, ice bucket and whisky tumbler

5 Also on the Barbecco stand will be several items from Walther Glass including 'Toscana' (pictured). Walther Glass products are offered in tasteful gift boxes which add to their appeal

6 'Teatime' from Arzberg can be seen on Barbecco's stand. Three decorations are available on this classical shape - white, blue flower or multi flower (illustrated). The teapot has an oriental style bamboo handle and the whole set is gift boxed comprising six cups, saucers and plates, a teapot, sugar and creamer

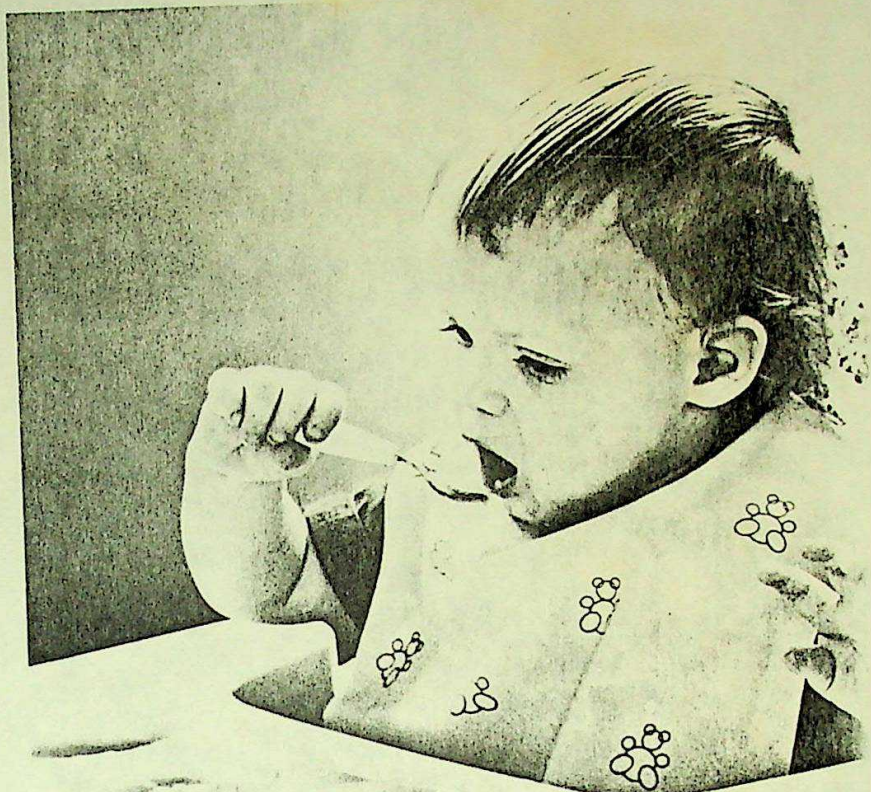




INDUSTRIAL  
DESIGN

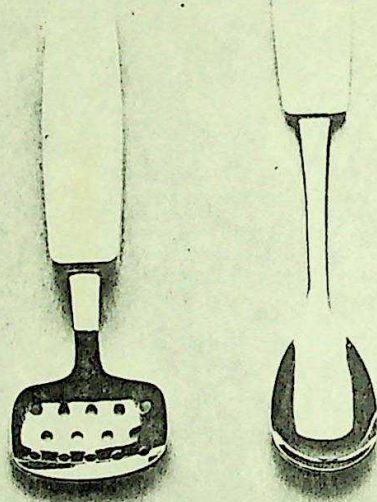
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MAR./APR. 1978



Above and far left  
Mmmm good! When baby starts self-feeding, the serving tray with a suction cup on the bottom keeps the serving-storage bowls which are long. The shorter spoon, with holes and a chubby handle, are for the baby to help keep food on the spoon. The longer spoon for an adult to feed an infant, has the deepest part of the bowl at the front.

Left  
The grinder, with three texturizing blades, allows parents to control the content and consistency of their children's food. Cutting surface is long, and food is forced in with a



information about just that characteristic in comparison to all other characteristics.

**Mauro: It sounds difficult.**

**Cannon:** It is, and also very time consuming. We would like to pre-test every question, but often time doesn't permit. Our experience level now after five years of development is quite high. We rarely need to rewrite a questionnaire from scratch. We did in the beginning rely heavily on help from market research specialists. Now, however, we can generally do them ourselves.

**Mauro: How is what you call human factors research different from market research?**

**Cannon:** It's very different. Rarely does market research attempt to identify user needs. Market research generally does two things. First, it defines the potential market in terms of size, geographic distribution and demographic characteristics, and second, it often strives to evaluate products after they are well developed. It evaluates the product in terms of consumer reaction to appearance and lists of characteristics.

Super 8 time-lapse camera in natural light was used to film actual meals, an examination of how mothers and infants used spoons, trays, bibs, food-warming trays and two grinders. Mothers feeding infants and older infants beginning to feed themselves were recorded.

All this time the literature search continued. We found a very good book, *Feeding Behavior of Infants* (Lippincott), printed in 1937, which had photographic references on how infants perform various functions.

**Mauro: Tom, the last two points I have found very difficult for designers to understand. The first is that human factors research isn't a linear sequence; it is distinctly overlapping in all phases. Often our literature searches go well into the concept development, as do yours. Second, there's the prevailing thought that if the data isn't current it can't be useful. The best research on human motion was before 1920.**

**What were you looking for in these films?**

**Cannon:** General use patterns, but more importantly to verify our literature search. For example, we knew how infants were supposed to hold a spoon based on our search. Filmed ob-

served, how they felt about the problems existed with those products. Our literature search had also provided descriptive information on infant nutrition and development psychology.

Of course, the next step was to create effective solutions to the problems. It became apparent at this point that dealing with a systems problem was more complex than we developed around a single approach. The major problem was the preparation and storage of food and the process from preparation to storage.

**Mauro: Generally how large was the study?**  
**Cannon:** Generally how large was the study? Mothers questioned in each of the telephone interviews and questionnaires. Thirty or more seemed to be a good number of respondents. Any less provides too little information. More than 30 isn't usually what we need.

For each of the products identified in the system, we developed conceptual and built simulation models. We were working with a system that



# Hostess Helpers Special Offer!

Handsome spoons for special uses in Oneida Community Stainless. Match your favorite pattern from the Betty Crocker Coupon Catalog.

FEB., 1978

NEW!

(p. 1)

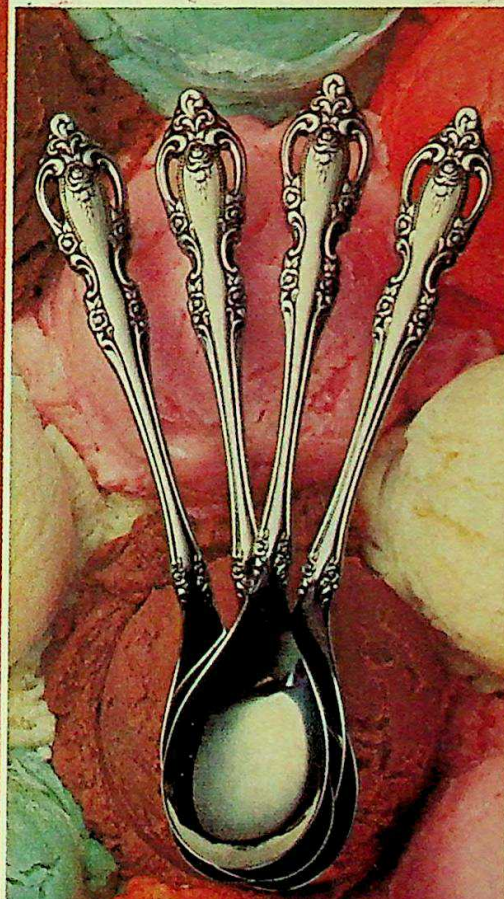
ICE CREAM SPOON



Chandelier

4 pieces

\$3.50



Brahms

4 pieces

\$3.50



Chatelaine

4 pieces

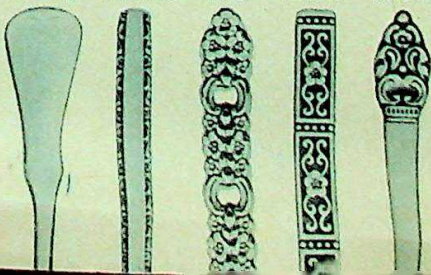
\$3.50



Our Hostess Helpers offer features spoons designed for special uses. Long handled spoons are perfect for tall beverages, parfaits and floats. Citrus fruits are much easier to serve with specially serrated fruit spoons. Or enjoy one of America's most popular desserts — ice cream — with the newest addition to our flatware line, the ice cream spoon, with its unique bowl designed for frozen desserts. Special savings now make this a wonderful time to order all three four-piece sets.

Betty Crocker

P. Henry Via Roma Voila Isabella Vinland



In Oneida Community quality, these sets are available in eight exclusive patterns. (Ice cream spoons not available in Isabella and Vinland patterns.)

Each four-piece set is only \$3.50 or save by ordering any combination of three sets for only \$10.00. You can add to your set from time to time at big savings with Betty Crocker coupons found on more than 175 General Mills' products. Free catalog sent with your order.

If not entirely satisfied, return merchandise within 10 days for refund.

General Mills, Inc., Box 153, Minneapolis, MN 55460

☐ I enclose \$3.50 for each set.☐ I enclose \$10.00 for any 3 sets.

PLEASE INDICATE NO. OF SETS AND PATTERN CHOICE BELOW:

	Chandelier	Brahms	Chatelaine	P. Henry	Via Roma	Voila	Isabella	Vinland
4 Iced Drink Spoons	_____	_____	_____	_____	_____	_____	_____	_____
4 Ice Cream Spoons	_____	_____	_____	_____	_____	_____	N/A	N/A
4 Fruit Spoons	_____	_____	_____	_____	_____	_____	_____	_____

Name \_\_\_\_\_ Total Amt. Enclosed \$ \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Send check or money order. Include zip code. Good only within U.S.A. Offer expires April 17, 1978. Please allow up to six weeks for shipment.



# NEW PRODUCTS IN PICTURES

DEC, 1977

P.25

## TABLEWARE INTERNATIONAL

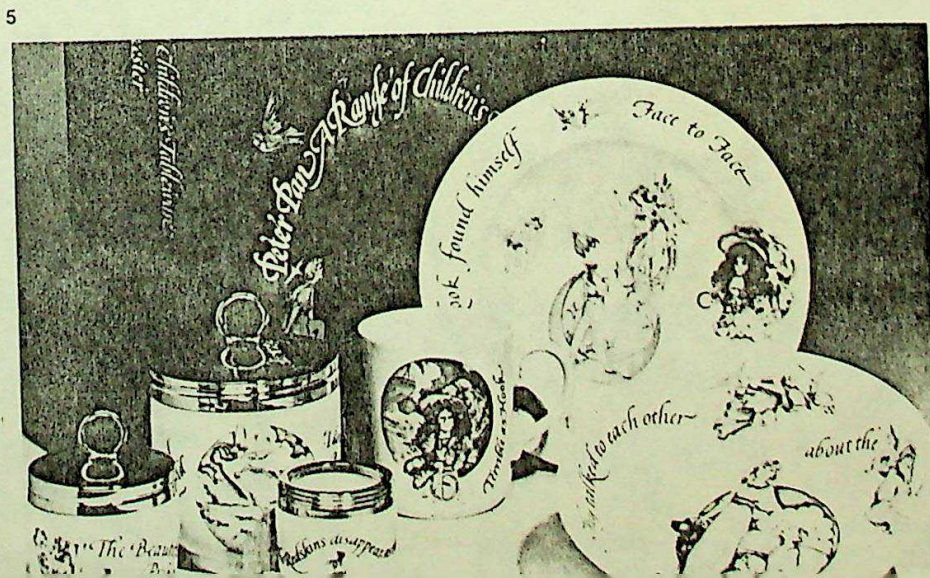
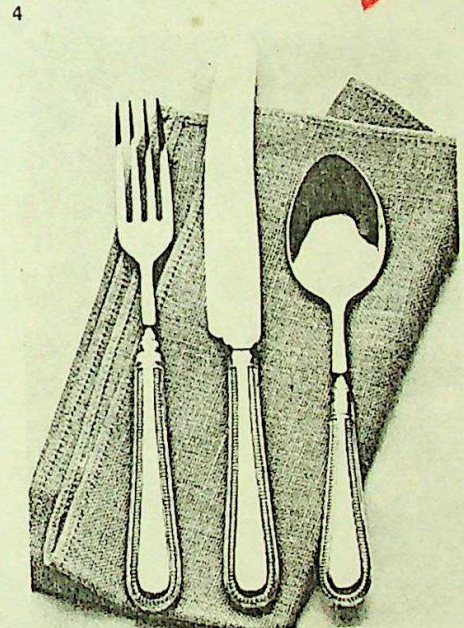
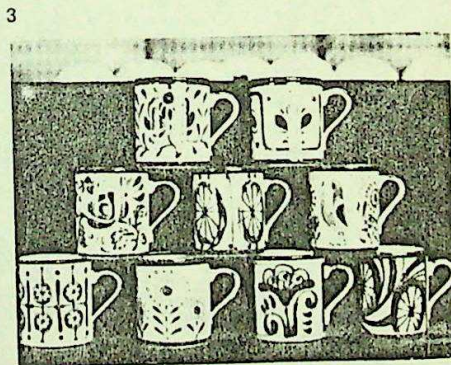
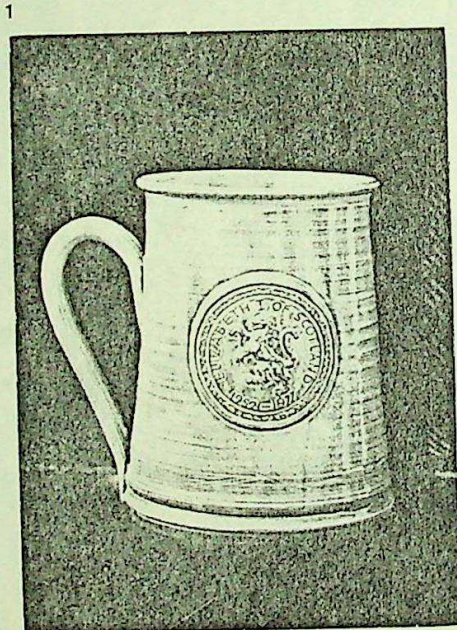
1 Skyeramics Dunvegan, Uiginish, Dunvegan, Isle of Skye, has produced this tankard in a limited edition of 500. It bears the title 'Queen Elizabeth 1 of Scotland' which is the Queen's correct title in Scotland

2 Ray Wells of Oxley Crafts has produced two Victorian models, 'Catherine' and 'Hannah' — available through Peter Constantine Agencies, 227 Worcester Road, Malvern Link, Worcestershire, WR14 1SU

5 Worcester Royal Porcelain has introduced a range of children's ware in porcelain entitled 'Peter Pan'. Illustrated by Sue Topping, the items are available individually or in a boxed set

3 'Indigo Pattern' is one of many ranges of mugs available from Kameyama Sales Co, 245 Honmachi, Kameyama City, Mie Prefecture, Japan

4 George Butler, 101 Matilda Street, Sheffield has introduced pewter cutlery in their new collection. Pictured is the 'Bead' pattern, which dates back to the 18th century and is also available in sterling silver and silver-plate





# How to make a world-wide best seller.

D7/653  
137

GIFTS & DECORATIVE ACCESSORIES

DEC. 1977

p. 185

Handcraft it from Dalia 20/12™ stainless...rated AISI 304...an alloy of the finest steel, with the highest content of chromium and nickel in the industry, to make it harder and thus resistant to scratches and scuffs.

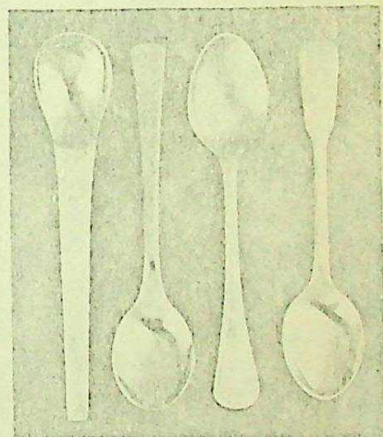
Start thicker...then grade the utensil area. Results: weight and balance that rivals expensive silverware in heft as well as appearance.

Hand-polish the mirror and satin finishes...to achieve the look of old world craftsmanship.

Guarantee it...to always remain impervious to the harshest detergents.

Triple-inspect every piece for quality and precision...so that all designs are full and identical (front and back) to the minutest detail.

Offer an outstanding variety of stylish patterns. Traditional. Contemporary. Avant Garde. Complete sets, plus matching serving accessories, to satisfy every taste and every need.



Then, make it uncommonly affordable...and very profitable! And now you know why Dalia stainless is 'a must' for merchandisers of quality! For your free full-color catalog and price list, write or call us today. Dalia, Inc., 405 Meadow Lane, Carlstadt, New Jersey 07072 (201) 438-5247

 dalia 20/12 T.M.

EUROPE'S LARGEST MANUFACTURER  
OF HANDCRAFTED  
STAINLESS STEEL FLATWARE



Sept. 19, 1977

young to die. I still want to practice and try a little longer. Then I'll be happy to do something like that." She said then that she was wasting valuable practice time, and, also, she wanted to mail the letter, put the Leventritt out of her mind. Before we parted, she said, "One thing I tell myself, one thing I've learned—everyone, even the greatest, has ups and downs, a streak of bad breaks, and it can be very hard on you emotionally. And if you don't get great gratification from music—love it in the right way—it can finish you."

THERE are a lot of competitions in the spring—to the dismay of teachers and the deep distress of students. Many teachers abhor competitions in general. They limit repertoire growth, since students spend much too much time on certain pieces, and they are heartbreakers for the ninety-nine per cent who will lose (in the case of the Leventritt, perhaps a hundred per cent). Critics don't care for them, either. They feel that contests turn out contest players—note-perfect robots—rather than concert players. Still, both teachers and critics recognize that competitions do provide an opportunity for a student to gain recognition—managers send scouts to the big ones—and teachers do all they can to prepare their pupils for the ordeal. Probably only Horowitz could take a stand against them—as he did in July of 1976, when he said that he would accept two students to benefit the ailing Mannes College of Music, in Manhattan, on the condition that whomever he chose would promise not to enter any competitions. He said, in an interview in the *Times*, "I'm absolutely against competitions. In competitions, winners are chosen by elimination, not by excellence, and sometimes when the winner goes out on his own, there is not enough excellence. Also, sometimes it's political; it does not smell good."

Pianists who have come close but not won a contest might take cold comfort from the critic Andrew Porter's account of the 1969 Leeds International Piano Competition, in the London *Financial Times*. "This year the semi-finals produced eight pianists all of remarkable equality," Porter wrote. "Which five were chosen to go on into the final round, and how those five were ordered, is not so important. Another round or a slightly different jury might have changed that order—and at one time, indeed, it was uncertain whether the eventual winner would even make the finals." For many

## Run away to sea.



Our sea. Sparkling vistas over sun-washed piers, with masts bobbing in our marina. The cry of gulls. Serenity. Long, silky strands of golden sand to walk along. Alone.

Run away to our exquisitely designed, elegant and natural lifestyle. To charming, wood-paneled guest rooms.

To extraordinary cuisine. (Try our bouillabaisse,

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Make reservations now to avoid disappointment.

See your travel agent or call (516) 668-3100, or in New York City use our tie line (212) 895-6446.

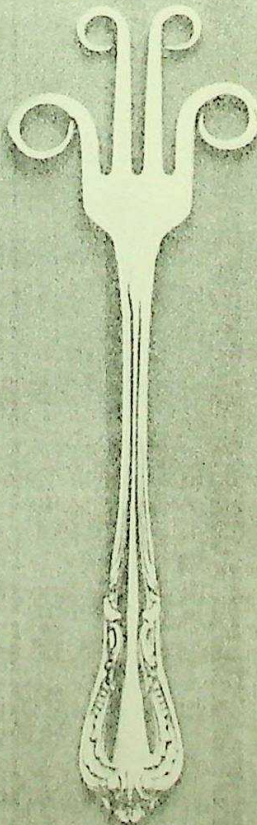


Across the Causeway on Star Island, Montauk, New York 11954

THE NEW YORKER

SEPT. 19, 1977

p. 97



A new twist  
in weight control.  
Carefully designed  
not to pick up food,  
this silver-plated  
Diet Fork is fast  
becoming a  
favorite among  
the willpower-less.  
Watch the pounds  
drop off as all  
your attempts at  
eating prove futile.  
It's fast, it's fun,  
and it's yours from  
Higbee's for only  
7.00. Fine silver.

**Higbee's**  
Public Square  
Cleveland, Ohio 44113



your present and groom "invite you to share in the joy of our wedding," invitation sales afford the bridal consultant an excellent opportunity to establish rapport with the bride. The sale provides ready cash for the store because no inventory is involved. In many cases, sales for a bride's "paper trousseau" have amounted to a thousand dollars.

Because the lovely things the bride places on her table will become the heirlooms of her children and grandchildren, the bridal consultant should be an expert in the art of tabletop coordination. No bride should leave the store without some knowledge of the products she has chosen. This information should be used as a selling tool, as the consultant points out the advantages of each selection. The magic of color can be a silent salesman. The more experienced the bridal consultant becomes in mixing and matching colors, the more positive her approach can be towards tabletop merchandising. A good investment for any store is an assortment of linens in rustic, informal and formal styles. Since linens provide the canvas for the finished picture (the tabletop), care should be exercised in using the right texture as well as the right color.

Once the bride makes her final decision, it is the duty of the consultant to list the choices in the store's bridal registry properly. For the customer, the bridal registry is the ideal way of choosing exactly what the bride needs and wants. In addition to listing the bride's preferences in dinnerware, stemware and flatware, professional consultants ask for a gift preference list which helps ensure "wanted" gifts and eliminates duplication.

#### Key to Success

Often the bridal consultant makes the difference between profit and loss in the bridal department of gift and jewelry specialty stores. She is as important as a boss, as versatile as a mother. She is the one who relieves the bride of indecision and fear by simply saying, "Don't worry! Let me do that for you. All you have to do is tell me your problem." Depending on store policy, she either directs the wedding personally or provides enough in-store consultation to make the wedding a perfect reflection of the bride's wishes. She can be found in the city or the small towns, but wherever she is, she is undoubtedly busy helping others.

To sum it all up, she is a bride's best friend □.

stylesetter is oven to tableware

stylesetter is porcelain dinnerware

stylesetter is crystal servingware

stylesetter is stemware

stylesetter is stoneware mugs

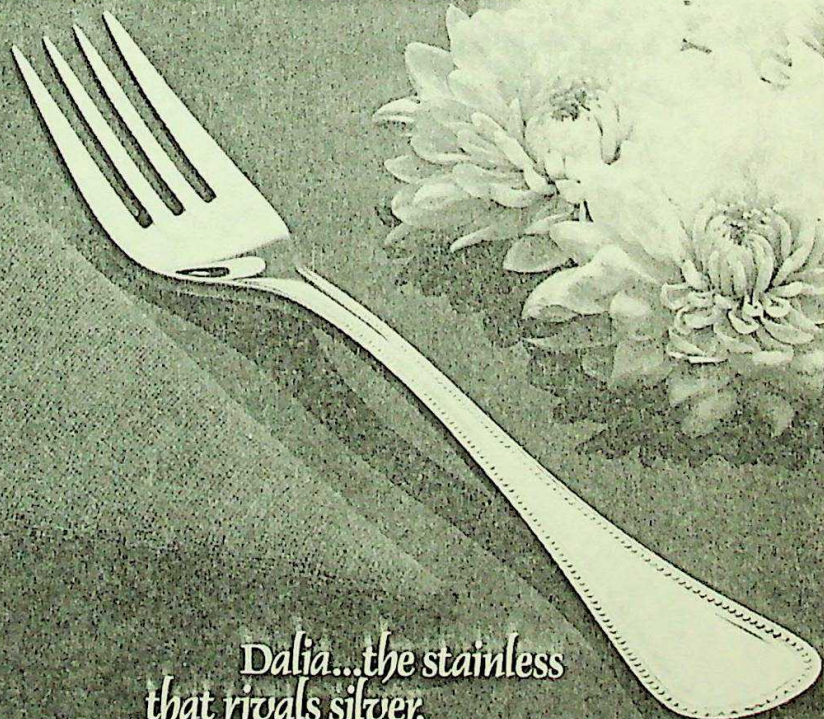
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*Dalia...the stainless  
that rivals silver.*

A full assortment of traditional and contemporary patterns from Europe's largest manufacturer of quality stainless. With the look of elegance, weight and precision craftsmanship. And popular price ranges that will make your Silver Department cash register hum. Dalia 20/12™ stainless... the proven best-seller! For catalog and further information write Dalia, Inc., 405 Meadow Lane, Carlstadt, New Jersey 07072

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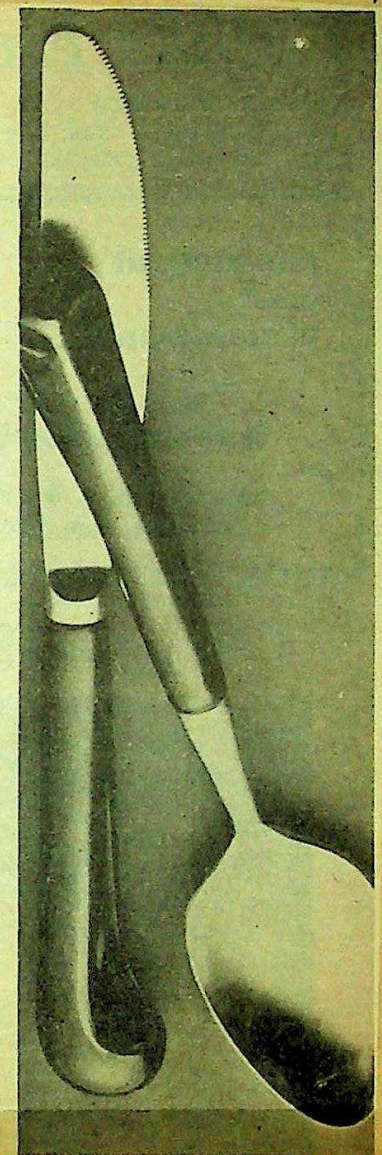
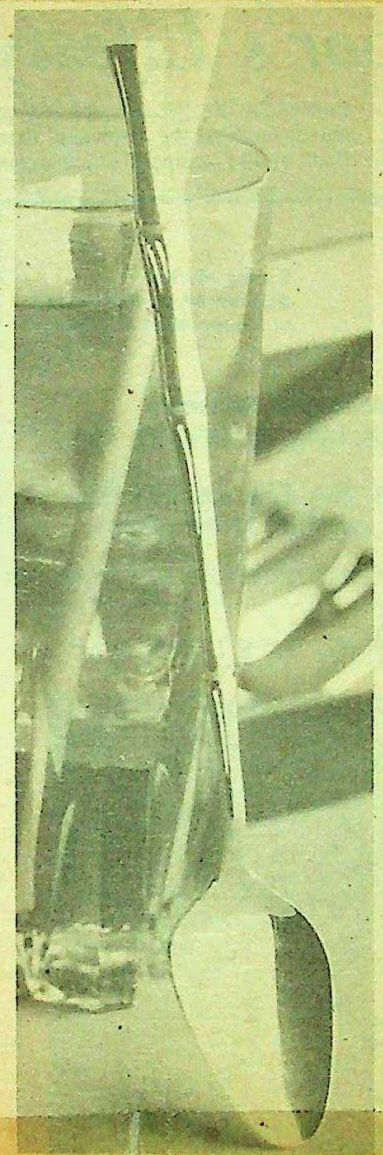
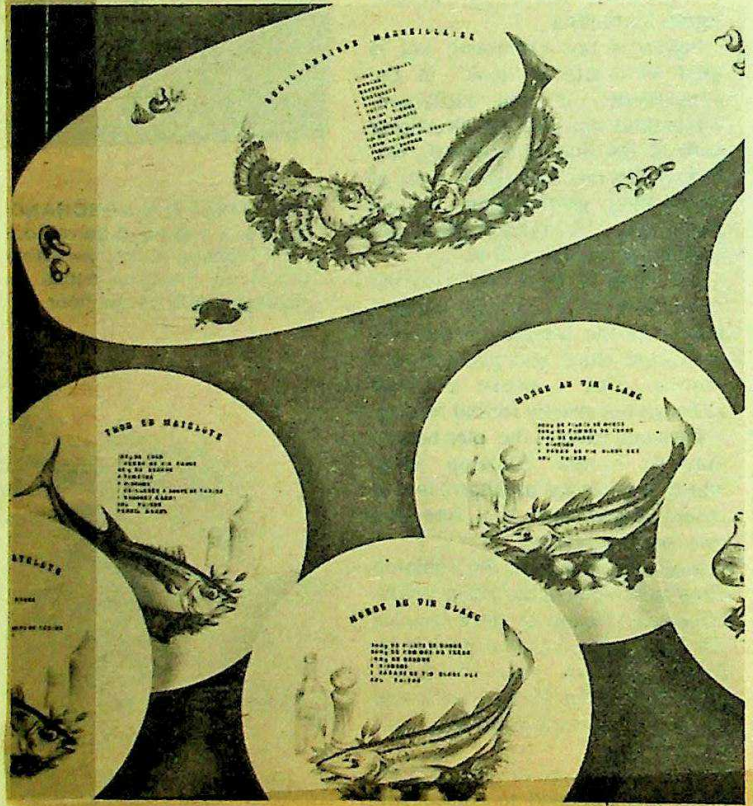
D7/653

MAY 9, 1977  
p. 47

# new products

**SUPREME CUTLERY** is introducing iced tea spoons (photo right) in a satin-like cane design. A boxed set of four spoons retails at \$5.50. Also from Supreme is casual flatware (photo far right) with stoneware handles available in brown and white. The five-piece place setting retails at \$20.

**FROM JACQUES JUGEAT** is a set of six plates and a platter for fish and seafood service (below). Each plate shows illustrations of different fish along with recipes printed in French for their preparation. A set of six plates retails at \$36. The platter retails at \$59.



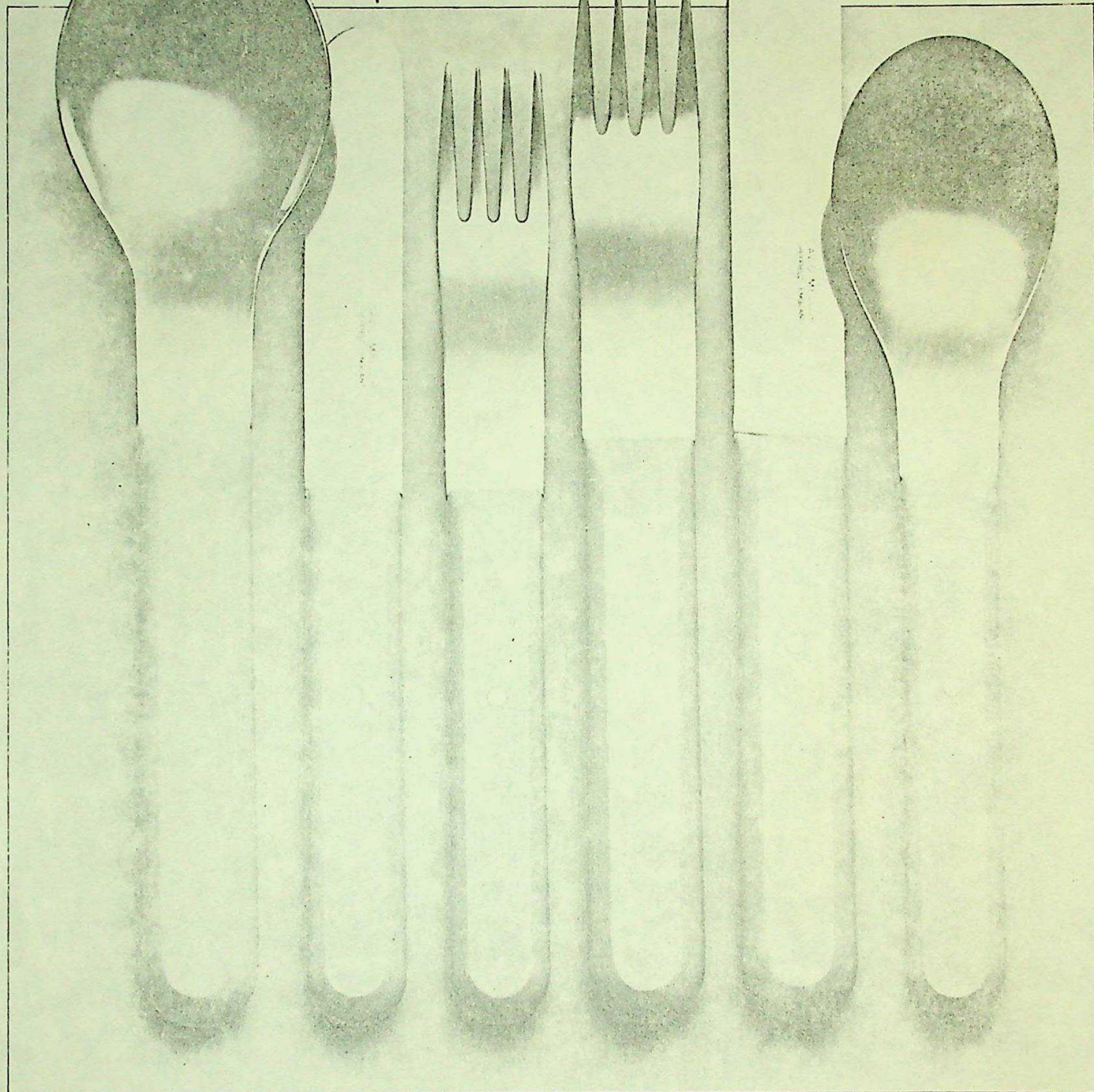


# CHINESE IVORY CUTLERY

D7/653

DESIGN 340.  
P. 36

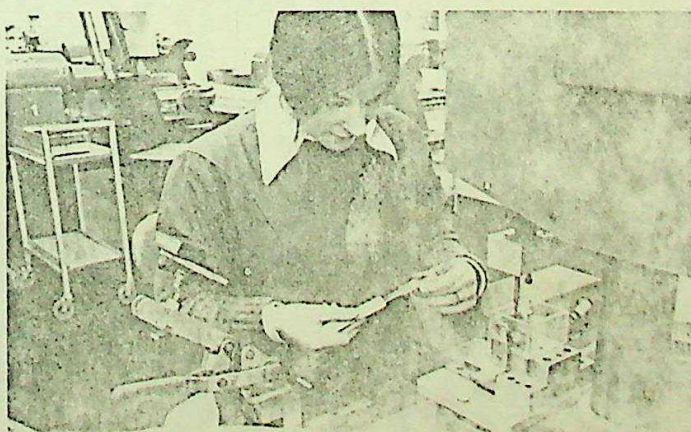
APRIL, 1977



**Designer:** David Mellor  
**Manufacturer:** David Mellor,  
1 Park Lane, Sheffield  
**Retail price:** £14.80 (inc.  
VAT: six-piece place setting)

David Mellor has been in the cutlery business as a designer for nearly 20 years, but it was only six years ago that he started manufacturing cutlery himself (Design 316/62). His Chinese Ivory range, which went on the market in 1975, is the third to emanate from his Sheffield factory (a purpose-made conversion of an 18th-century building) which won an

as a silversmith at the Royal College of Art, so his approach is essentially different from that of someone bred into the cutlery trade. Nor are any of his full-time workforce trained cutlers. In fact he has specifically avoided taking on cutlers with experience in the trade because, by starting from scratch, he has been able to develop a new system of manufacturing which avoids dependence on specialist skills. He uses a combination of standard equipment and purpose-designed machinery built in his development workshop, with the aim of simplifying the

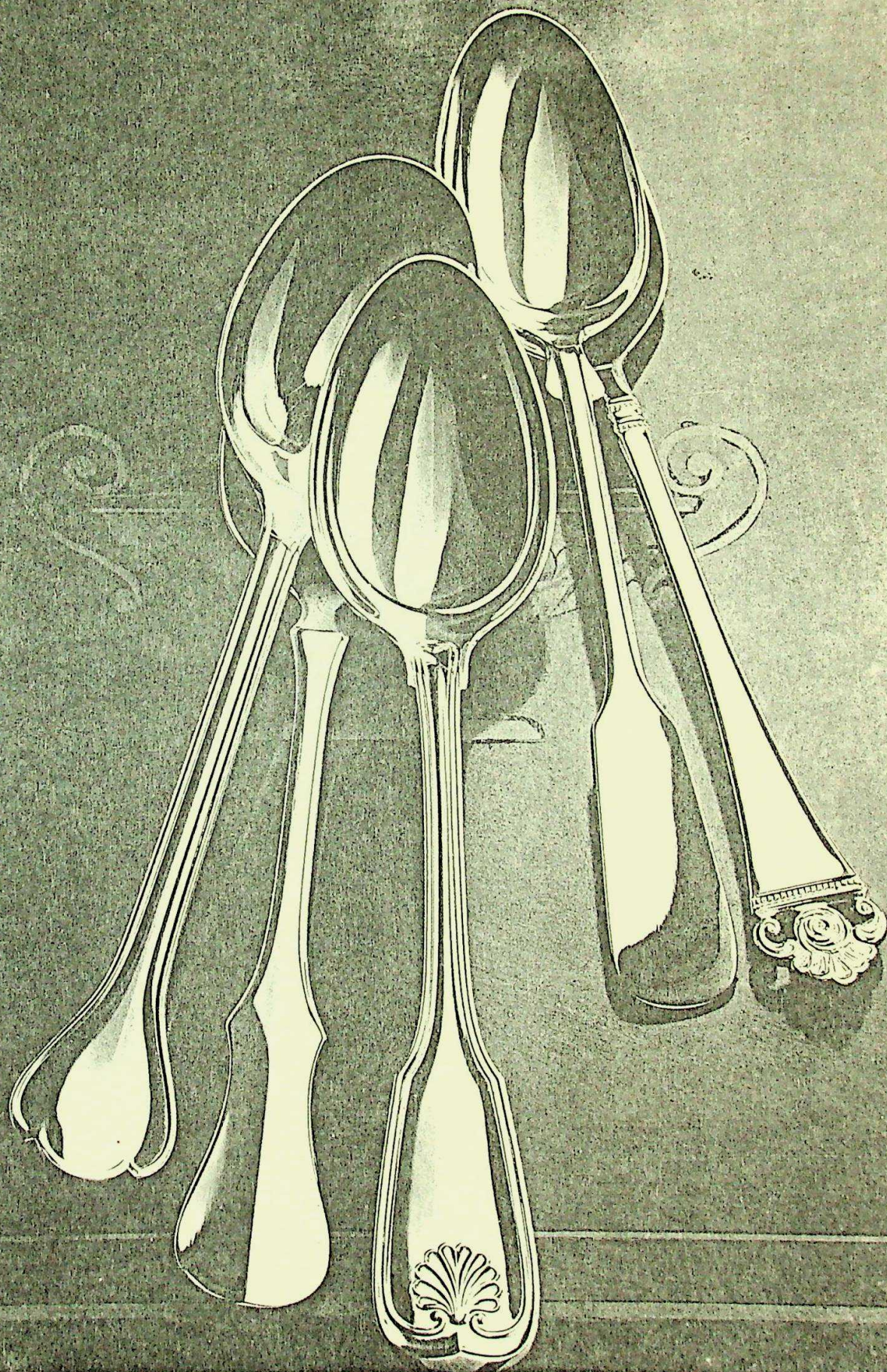




D7/653

APRIL, 1977  
P. 161

GOLDSCHMIEDE  
ZEITUNG





# Ihr Stilempfinden hat R&B zum erfolgreichsten Besteckhersteller gemacht.

Jeder Besteckhersteller  
möchte Ihnen gern das Gefühl  
geben, daß seine Muster am  
schönsten sind. Das ist verständlich.  
Aber natürlich gibt es Unterschiede.

Unterschiede, die allerdings  
nur jemand erkennt, der selbst ein  
feines Empfinden für bessere  
Formen und bessere Dekore hat.

Diese sensible Fähigkeit  
der guten Fachhändler hat die  
R&B-Collektion so erfolgreich ge-  
macht. So erfolgreich wie  
keine andere – seit 20 Jahren.

**R&B**  
**ROBBE & BERKING**  
SILBERMANUFAKTUR SEIT 1874

Robbe&Berking  
Silbermanufaktur seit 1874  
2390 Flensburg

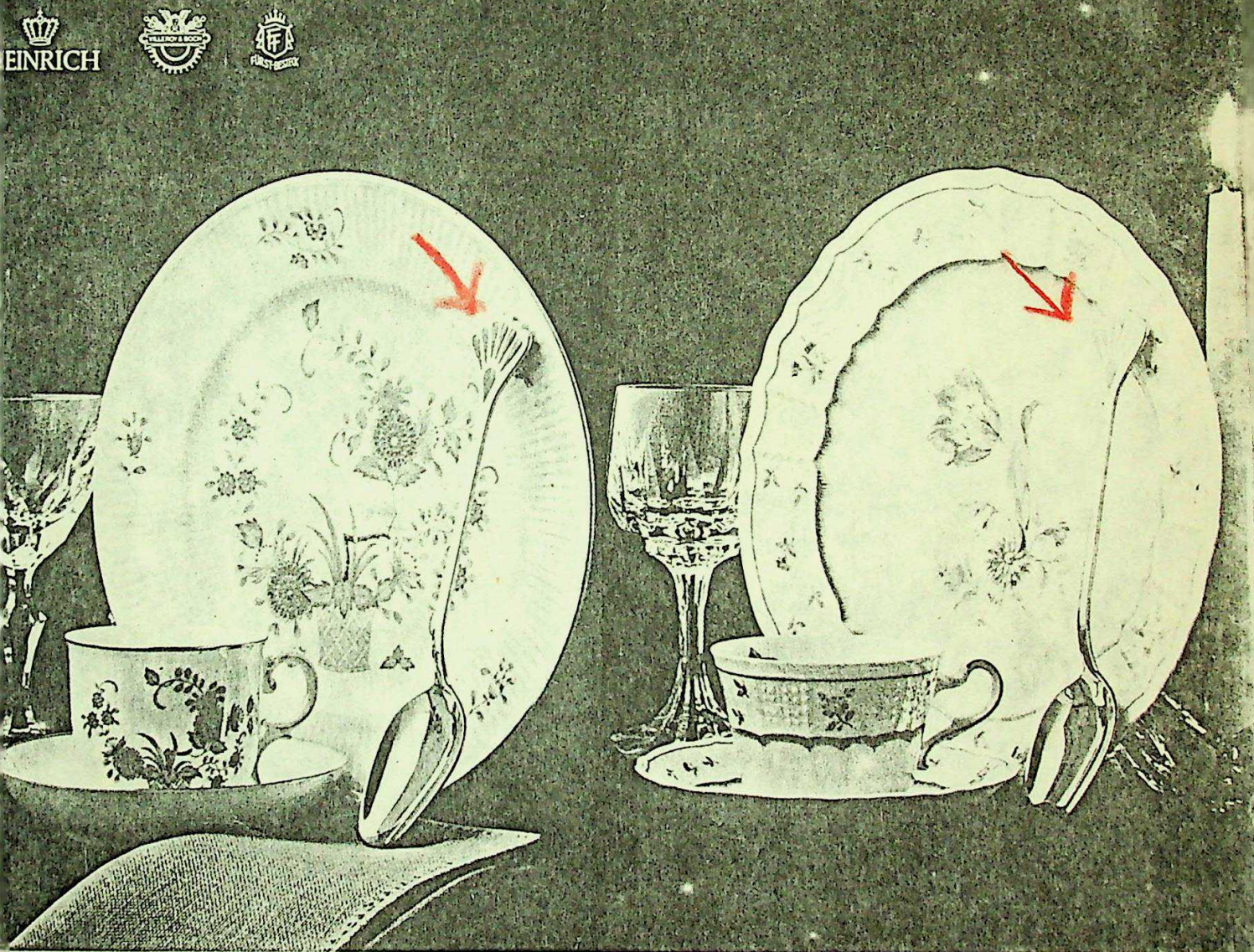


D7/653 The West Hall at Atlantic City's

DEC., 1976

# Convention Center, one line promises important innovation. Heinrich. Here are two reasons why.

Eleven dinnerware patterns and a delightful collection of porcelain gift objects mark a new design spirit from the Villeroy & Boch creative team at Heinrich. See the table excitement that has already caught the eye of so many of Europe's most discerning buyers, at Atlantic City, and at our showrooms throughout the country. Write for detailed literature. Villeroy & Boch, 225 Fifth Avenue, New York, New York 10010.



China: Shanghai Flowers/Crystal: Florence/Flatware: Peacock

China: Chambord/Crystal: Arabelle/Flatware: Peacock

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**GIFTS & DECORATIVE ACCESSORIES**

NEW YORK 225 Fifth Avenue, Room 1207 ATLANTA Evans/Wheaton Associates, Merchandise Mart, Room 10-G-10  
COLUMBUS Howells/Vedder Associates, Gift Mart, 106 North High Street, Room 213 DALLAS J. Brandes Com-  
pany, 2242 Trade Mart DENVER Columbine Company, 451 East 58th Street, Suite 1290 LOS ANGELES Arnold  
Frank Associates, Brack Shops East, 649 South Olive Street MINNEAPOLIS Don W. Bethke Company, 800 North  
Washington, Room 5-306 NEW ENGLAND R.G. Kelley Company, 59 Middlesex Turnpike, Bedford, Mass. Room 464.

DECEMBER, 1976

more than a little continental  
**VILLEROY & BOCH**



## Where to Get Capital

By Edward O. Kallmann

A business that operates entirely on its own capital is rare indeed. Funds from outside sources can vary from simple trade credit to complicated loan or equity arrangements. The purpose of this article is to review the various methods of securing funds for use in a business.

*Trade credit* is a source of funds that is probably the most prevalent. Practically every business gets some credit from suppliers. In effect, the supplier is temporarily placing asset value in the hands of his customer for a period of time, represented by the terms of sale. On terms of 2 percent 10 days, net 30 days, the buyer has the option to pay in ten days and deduct 2 percent discount or to delay payment to the maturity date, 30 days, and pay net. On a purchase of \$500, the buyer can earn \$10 if he pays in ten days; or if he decides to pass up the discount, he will have the use of \$490 for an extra 20 days. On an annual basis the buyer is paying 2.04 percent for the use of \$490 for 20 days. On an annual basis, loss of the discount is more than 5 percent. In the event, however, that the buyer abuses his trade credit and takes 60 days, he gets 50 days extra, making the cost of losing his discount 14.8 percent at an annual rate.

While trade credit is an excellent source of funds, its abuse through

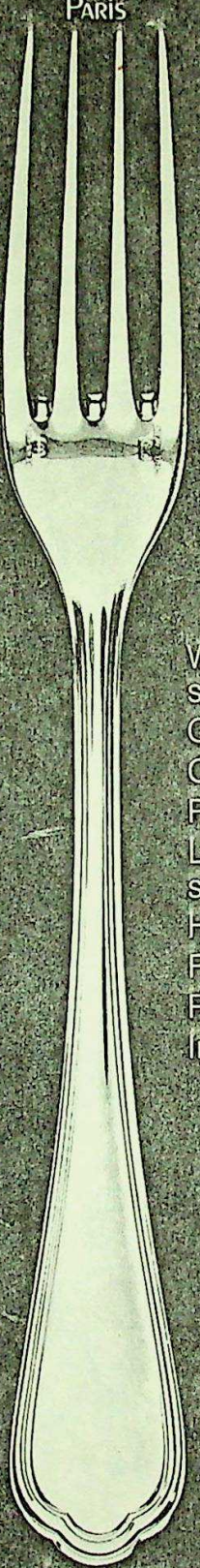
(To page 50)

EDWARD O. KALLMANN is a veteran in the field of credit and financial management, a national financial consultant of note, author, lecturer, and teacher, who is writing this monthly column for *Gifts & Decorative Accessories* to help the gift retailer understand how to increase his profits by analysis and planning. Mr. Kallmann will also answer some reader queries each month. Questions should be sent to Mr. Kallmann, c/o Gifts & Decorative Accessories, 51 Madison Ave., New York 10010.

D7/1653

DEC. 1976

P. 54 GIFTS & DECORATIVE ACCESSORIES



**Christofle**  
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World wide reputation since 1839.  
Classical French styling.  
Open stock in 7 patterns.  
Place size and dinner size.  
Largest selection of unusual serving pieces.  
Heavier silver plating.  
Full Keystone markup.  
Permanent stock in N.Y.  
Inquiries welcomed.

**AT BACCARAT**

The *Spatours* pattern, superbly crafted and classically simple with far heavier silver plating than you usually find, for a lifetime of elegance.

At fine stores and Baccarat 55 E. 57 St., N.Y.C.

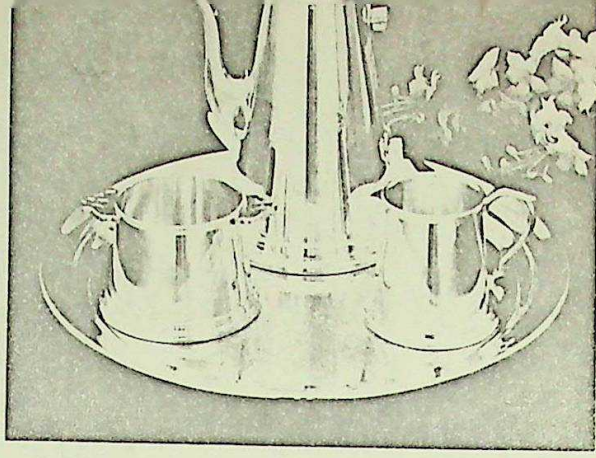
Write Dept. GD-2 for Christofle brochures, 10¢



D7/  
653

page 3

MAR/APRIL  
1976



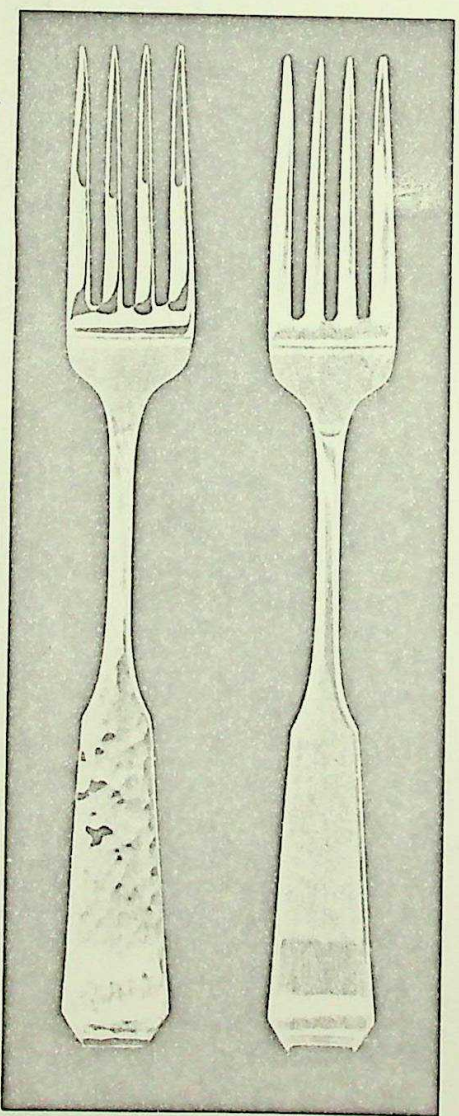
The four-piece "1776" Coffee Set, an authentic new colonial-inspired design by Reed & Barton, in rich, heavy silverplate, retails for \$222.50.



Reed & Barton's new, fluted "Concord" Coffee Set in satin-finish pewter--retails for \$189.95.

THE SILVER LINING  
MARCH/APRIL, 1976

## Reed & Barton Celebrates the Classic Charm of Colonial With Authentic New Designs in Silverplate and Pewter



R&B's new "1776" SuperSilver flatware pattern, designed by George Pinheiro, is available in plain and hammered stylings. Rich in simplicity, the patterns, in heavy R&B silverplate, have the heft and look of Colonial silver. [See story for introductory offer].

As America approaches its 200th birthday, Reed & Barton--the oldest major silverware and pewter firm in the country salutes this historic occasion with the introduction of authentic flatware and holloware designs that epitomize the Colonial spirit of yesteryear and the craftsmanship of today.

The designs feature a new silverplated flatware pattern aptly named "1776" which is available both plain and hammered. Complementing this new pattern is the "1776" Coffee Set, also in rich, heavy silverplate.

Perhaps the standout in the new bicentennial line of products is the fluted "Concord" coffee set in rich, satin-finish pewter. John J. Gilroy, R&B's head designer, noted that the coffee set, with its graceful, fluted lines, reflects the design influence of the federal period whereas the "1776" Coffee Set that he also created, is more characteristic of the simple stylings of Early American times.

The pewter "Concord" Coffee Set with

its 40 oz. coffee pot, creamer, and Chipper for \$189.95. The 14" tray is also available with an e

The "1776" Coffee Set in silverplate is \$222.50. The 40 oz. coffee pot, creamer, and 14" tray.

The "1776" flatware, hammered, with its deposit of R&B silver launched this spring advertisements in all magazines.

As a special introduction, Reed & Barton is giving, with the "Concord" American chest with coffee set. The offer ends June 1.

The introductory retail price for the 40 oz. coffee pot is \$239.50 for the plain and \$330 for the 65-pc. set. The retail price for the hammered "1776" set is \$257.50 for the 45-pc. set. The 65-pc. set is available with either the pistol handle place knif

John J. Gilroy (left), Head Designer at Reed & Barton, checks plasier model of his "Concord" coffee pot before the 40 oz. pot is released for production. Clark Lofgren, designer, made the plasier design. Original drawing of the coffee pot is shown at right. John also designed the "1776" Coffee Set.





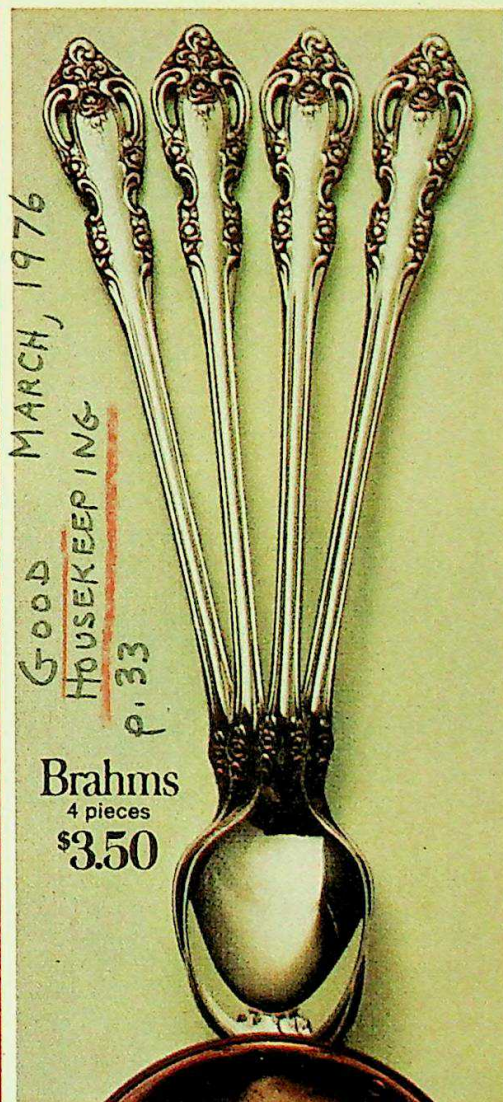
D7/

# Hostess Helpers Special Offer!

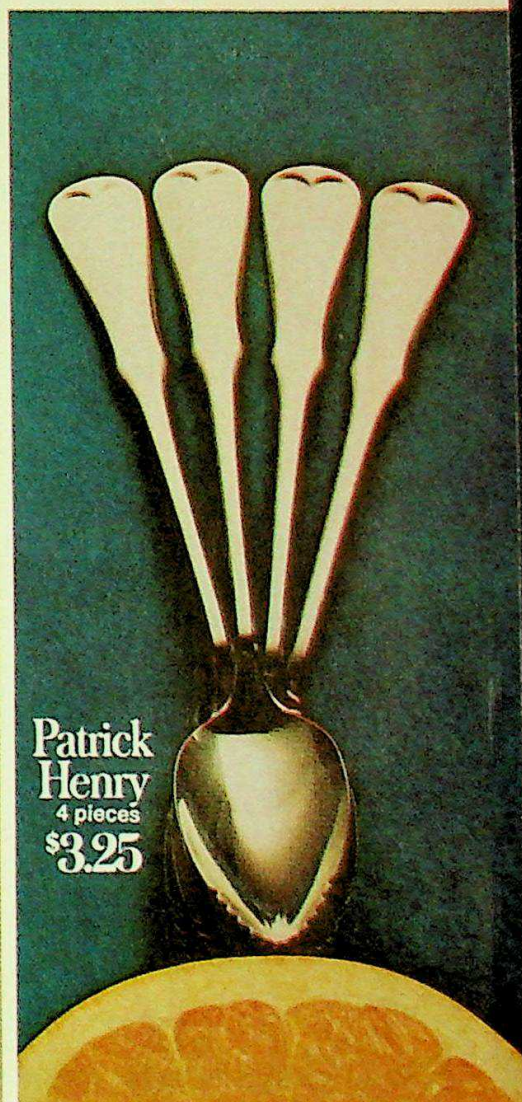
Handsome special pieces in Oneida Community Stainless to match your favorite pattern from the Betty Crocker Coupon Catalog.



**Voila**  
4 pieces  
**\$3.50**



**Brahms**  
4 pieces  
**\$3.50**



**Patrick Henry**  
4 pieces  
**\$3.25**

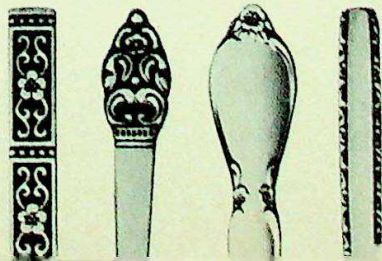


Add a distinctive touch to special meals with these elegant Hostess Helpers. Try lightly broiled grapefruit with a brown sugar topping, served with specially serrated fruit spoons. Graceful seafood forks complement shrimp and lobster entrees. And iced tea is a special treat with elegant iced drink spoons.

Special savings make this a wonderful time to order all three four-piece sets.

**Betty Crocker**

Isabella Vinland Chatelaine Via Roma



These Hostess Helpers sets are available in seven exclusive patterns.

Each four-piece set is only \$3.25 except in Brahms and Voila patterns \$3.50. Save by ordering any combination of three sets for \$9.25. Brahms and Voila \$10.00.

If not entirely satisfied, return merchandise within 10 days and your money will be refunded.

Add to your set from time to time with individual pieces from open stock at big savings with Betty Crocker coupons found on more than 175 General Mills products.

General Mills, Inc., Box 96, Minneapolis, Minnesota 55460

All patterns **except BRAHMS & VOILA**

- ☐ I enclose \$3.25 for each set.  
☐ I enclose \$9.25 for any 3 sets.

**BRAHMS & VOILA only**

- ☐ I enclose \$3.50 for each set.  
☐ I enclose \$10.00 for any 3 sets.

PLEASE INDICATE NO. OF SETS AND PATTERN CHOICE BELOW:

	Isabella	P. Henry	Vinland	Chatelaine	Via Roma	Brahms	Voila
4 Seafood Forks							
4 Iced Drink Spoons							
4 Fruit Spoons							

Name \_\_\_\_\_

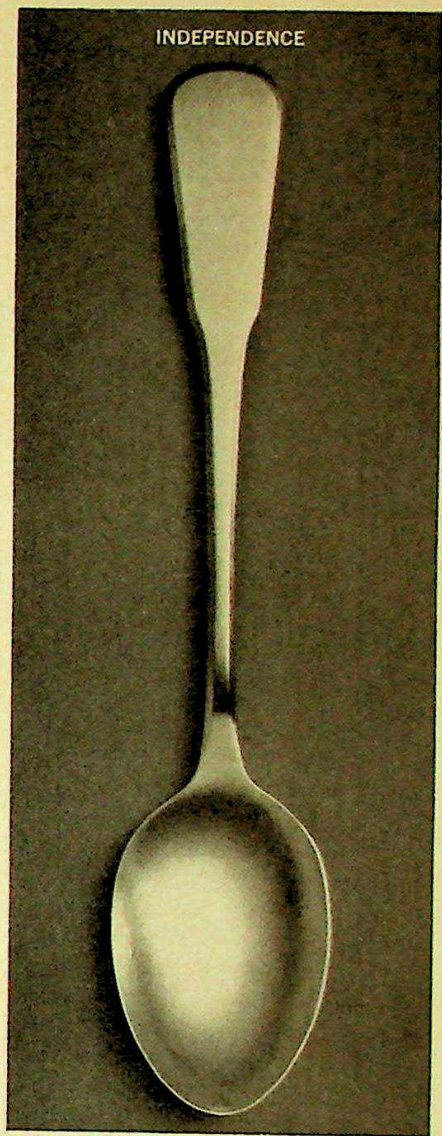
Address \_\_\_\_\_ Total Amt. Enclosed \$ \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Send check or money order. Include zip code. Good only within U.S.A. Expires 5/17/76. Please allow up to six weeks for delivery.



OCT. 1975 Good Housekeeping p. 8



# Sample our newest pattern 50¢

Oneida Silversmiths  
P.O. Box 1, Oneida, New York 13421

I enclose 50¢ for my sample  
stainless teaspoon in Independence.  
I understand I can complete my service  
at fine jewelry and department stores.  
GH105

Name \_\_\_\_\_ (Please Print)

Address \_\_\_\_\_

City \_\_\_\_\_

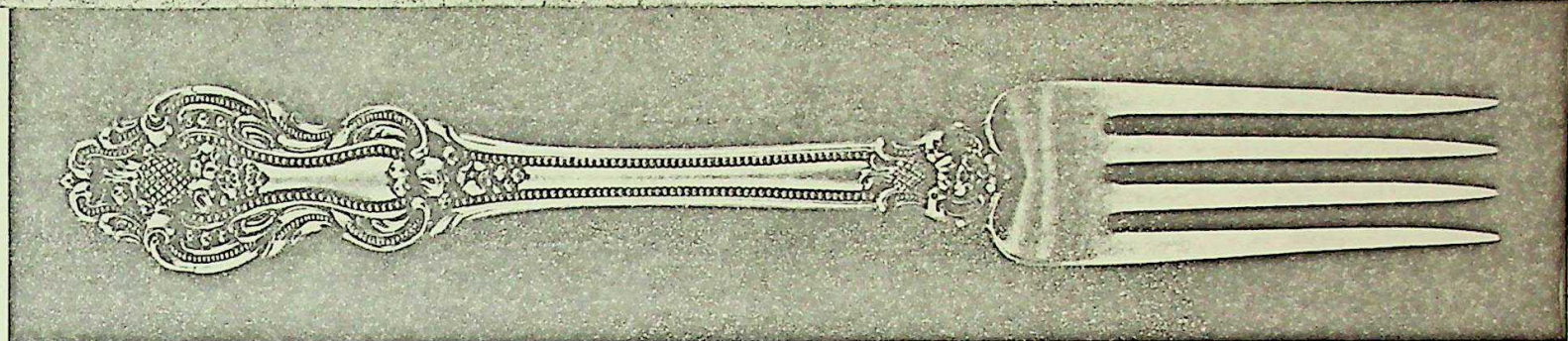
State \_\_\_\_\_ Zip \_\_\_\_\_

Add sales tax for N.Y. & Calif. Offer valid only in U.S.A.  
& P.R. Expires 6/30/76. © Oneida Ltd., 1975.

 **ONEIDA**  
The silvercube. Our silversmiths' mark of excellence.



SEPT./OCT. 1975



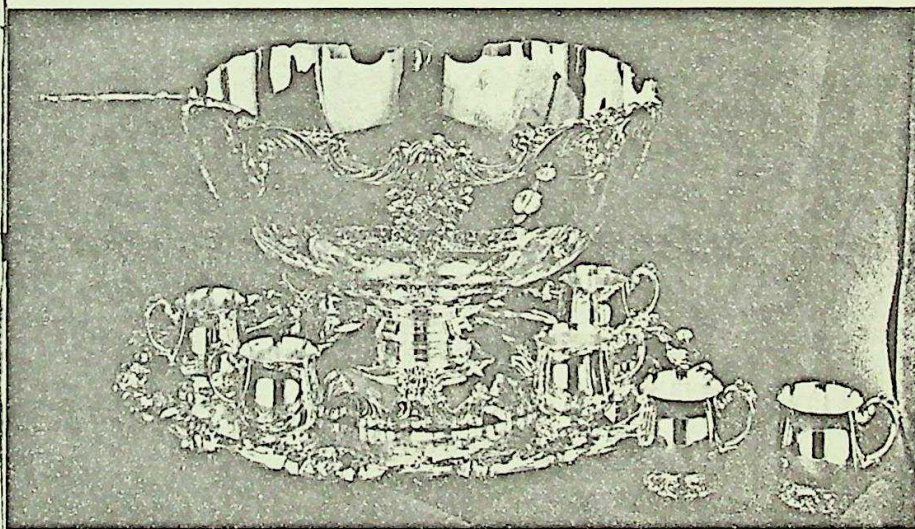
"THE  
SILVER LINING"

King Francis, Reed & Barton's new flatware pattern in heavy silverplate, is a classic design of dazzling opulence and extraordinary craftsmanship. King Francis was created for those who want the look and feel of sterling—at less than one-third the cost.

SEPT-OCT. 1975 p. 3

## R&B Greet Fall with Cornucopia of New and Unique Items

### "King Francis" Silver Pattern Ushers in a New World of Opulence



This magnificent new King Francis 15-piece Punch Set is a modern masterpiece in lavish silverplate. The complete set, which retails for \$795, has a three-gallon capacity punch bowl; 20" diameter tray; and a set of twelve 6-ounce punch cups plus punch ladle.

Reed & Barton, in keeping with its 151-year-old policy of bringing out only the finest in top quality merchandise to the silver trade, has ushered in the 1975 fall selling season with a cornucopia of strikingly beautiful and unusual products.

The presentation includes more than 50 new items in sterling, silverplate, pewter, and stainless, with the spotlight on the new resplendent King Francis silverplated flatware pattern and the equally elegant "King Francis" 15-piece Punch Set. (See photos).

The new King Francis flatware pattern, said to be without peer in the silverplated market, was created by John J. Gilroy, Reed & Barton's head designer.

A classic design of dazzling opulence and extraordinary craftsmanship, the new pattern epitomizes the richness of the Renaissance with its sculptured fruits, flowers, scrolls and delicate beading, with a lavish coating of pure silver.

As a special introductory offer, a handsome \$50 retail drawer chest by Eureka, designed especially for King Francis, will be given free with each 48 and 68-piece set, in addition to special set savings.

Reed & Barton's new fall line also includes the latest in the company's popular jewelry series. This season's collection will appeal to men as well as women. Included are four authentic Old World Pewter Cross reproductions; a treasury of seashell-embedded pewter pendants in eight different designs; and several whimsical Tine-y Critter Pewter Pendants.

The Tine-y Critters, designed by Clark Lofgren of

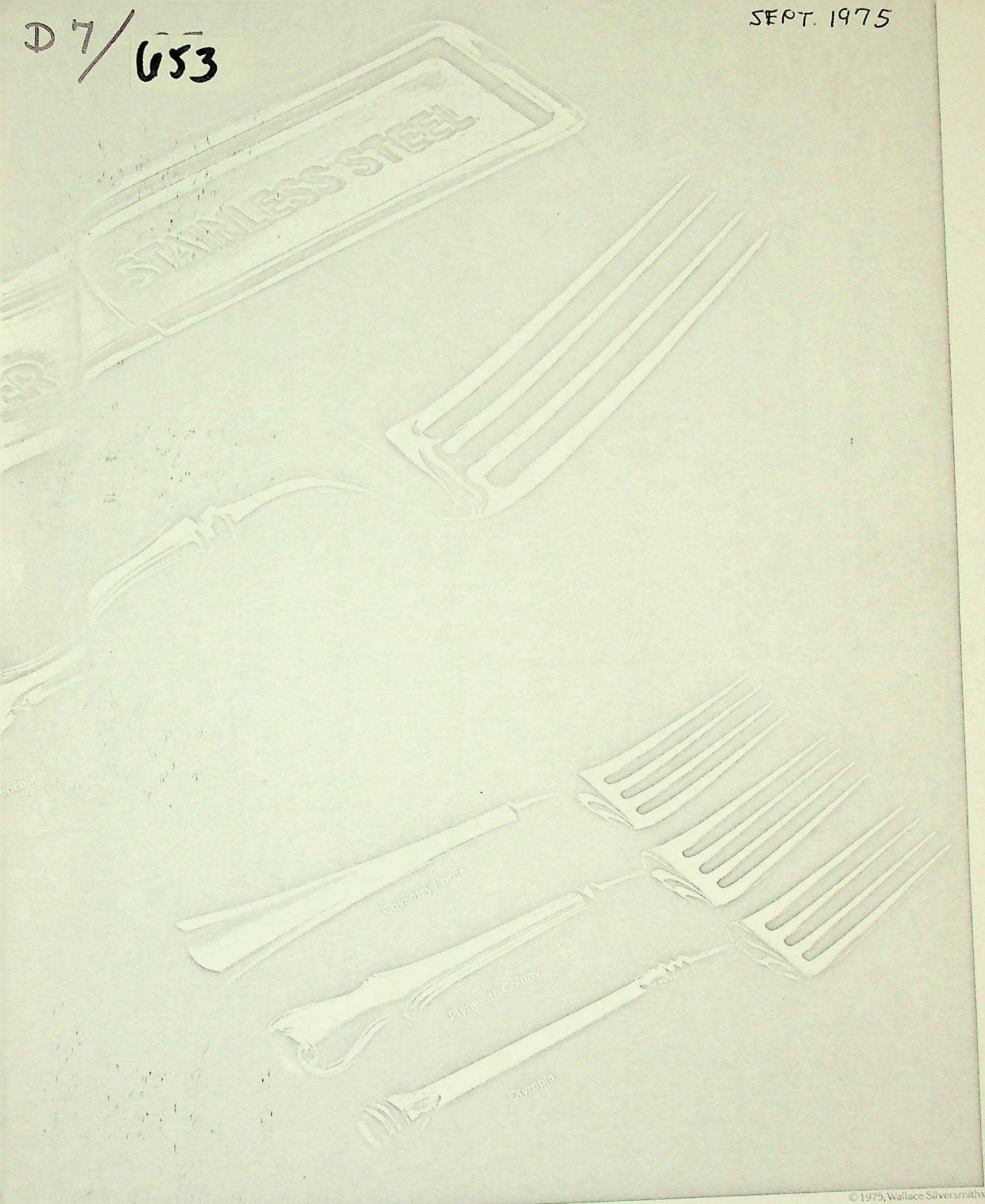
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D7/653



D 7 / 653

SEPT. 1975



© 1975, Wallace Silversmiths

p. 99



t figures

It is now almost certain that British ceramic export figures for 1974 will set a new record in terms of value for the industry.

Up to the end of September, the nine months' total was £53.4 million, which was £11 million more than the corresponding figure for 1973, when export for the whole 12 months amounted to £58 million.

Showing an advance from £30.9 million to £38.5 million, the industry's domestic china and earthenware section thus accounted for £7.5 million of the £11 million overall increase in the period. By weight, exports in the domestic ware section also showed a worthwhile increase — from 44,391 metric tons to 46,487 metric tons.

Pottery museum success

Ware produced at the Gladstone Pottery museum in Longton, Stoke-on-Trent, went on sale in the museum's own shop well in time for Christmas, and further milestones were the launching of a £250,000 appeal fund and an official presentation to mark the opening of the tile museum.

H and R Johnson-Richards Tiles, which bought the site in 1971, so saving it from demolition, presented the tile museum because, in the words of marketing director Mr Geoff Hirst, the museum would not be complete until it represented every section of the industry.

At the annual meeting of the museum Trustees, vice-chairman Mr Derek Johnson said the appeal was needed to complete the next phase of the project. This included the conservation of the Victorian houses adjoining the potbank.

Mr Johnson also said that £18,000 towards the appeal had been allocated by the Stoke-on-Trent Quality of Life experiment and that cash had been designated to set up and man a new department for daytime and evening activities.

Royal Tuscan film

Now available from Royal Tuscan, the Wedgwood Group's hotelware division, is a film showing how the bone china ware is made and the tests carried out to ensure strength and durability.

The 22-minute colour film, entitled "The Tough Ones", is the first of a planned series thought to be unique in the ceramic hotelware industry, for it can be viewed on customers' own premises anywhere in the world.

The videotape documentaries can be shown on any standard colour television receiver — and if there isn't one available, the company's sales department will provide the necessary equipment.

Design and product development are likely to be featured in the second film, with subsequent ones covering all other aspects of importance to buyers. The series will be shown at exhibitions and trade receptions universally, and used in sales training programmes for distributors.

Anyone wishing to see "The Tough Ones" should contact Hilary Walker at Royal Tuscan, 34 Wigmore Street, London W1H 0HU (tel. 01-486 3064).

Tours to Cologne

Bookings are now open for inclusive tours to the International Hardware and International Housewares Fairs, to be held from February 13 to 16 in Cologne.

Two two-day tours and two three-day trips are being offered by Pressplan Travel Ltd, from whom further details can be obtained at 7 London Road, St Albans, Herts AL1 1LA (tel. St Albans 60671).

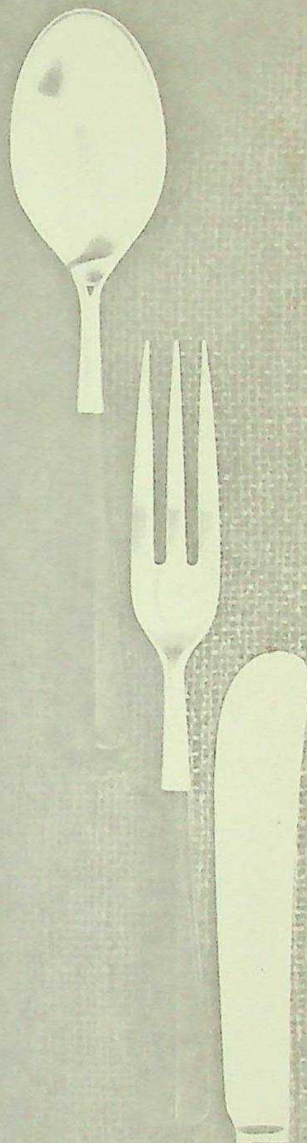
*Pictured is Mrs Elsa James, whose son-in-law won the Bull in a China Shop competition, jointly sponsored by the J & G Meakin division of the Wedgwood Group, the Oxford Mail and Times (whose Mr Eric Dore is seen on the right) and Boswell's of Oxford (Mr John Badcock, left).*



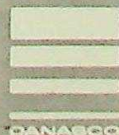
rustica

MADE IN JAPAN

Dish washer proof  
matt finish,  
stainless steel  
cutlery, with  
brown plastic  
handles.



P.29 TABLEWARE INTERNATIONAL JAN. 1975



DANABOO  
Chelsea Manor Gardens,  
Kings Road, London, SW3 5JP  
Tel. 01-351 1221



D7/ 653

# Introducing the freshest 300 year-old idea for your home. Pewter by International.

JEWELERS' CIRCULAR-  
KEYSTONE

p. 35 JULY, 1974

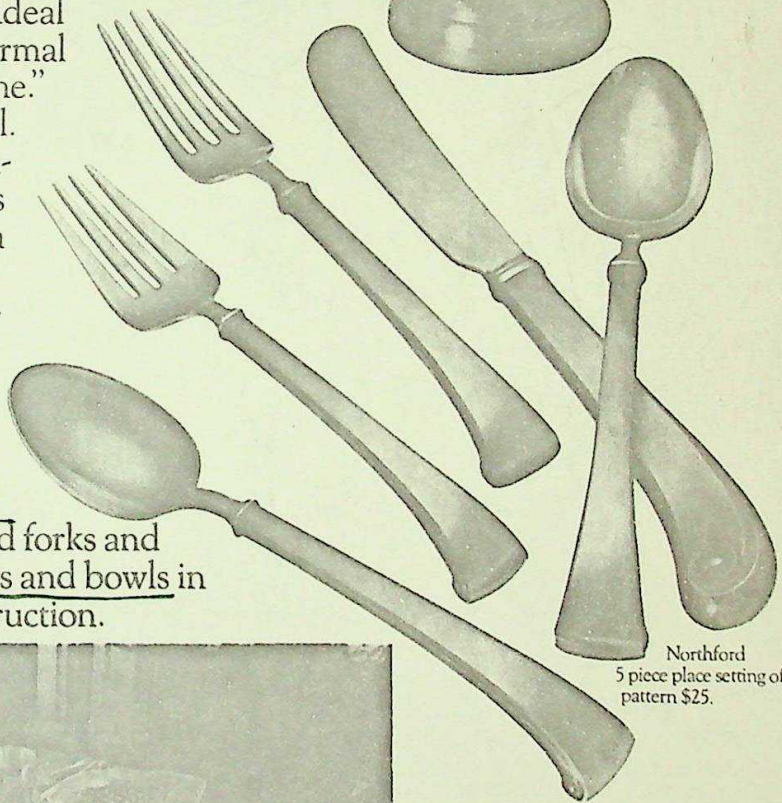
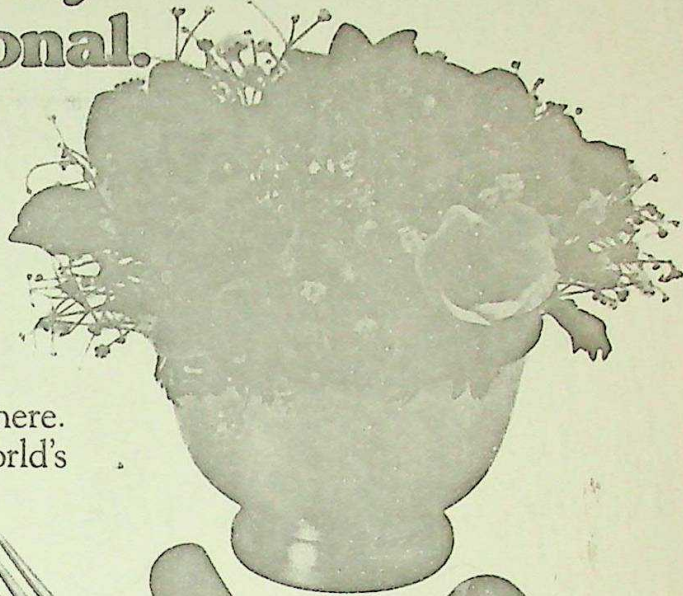
The newsiest, most innovative idea to appear on any dining table in years and years is here.

Pewter flatware by International. The world's leading, most famous producer of pewter.

It's contemporary yet classic. Ideal in any surroundings, and for both formal and informal dining it's really "at home."

It's prestigious yet practical. Lead free, tarnish free and dishwasher safe. And as you use it, its famous warm and lustrous patina becomes even more luxurious.

Each piece of International pewter is hand cast and hand finished. In fact, much the same way it was in colonial days. What's more, International is the only pewter flatware with solid handled forks and spoons cast with stainless tines and bowls in an inseparable bonded construction.



Northford  
5 piece place setting of either  
pattern \$25.



Fairfield



©1974 International

Here's an achievement in perfect balance for the hand, for the eye. And while you're selecting your pattern, look at the matching pewter dinner plates, goblets, wine glasses and many other unique go-with pieces.





# t figures

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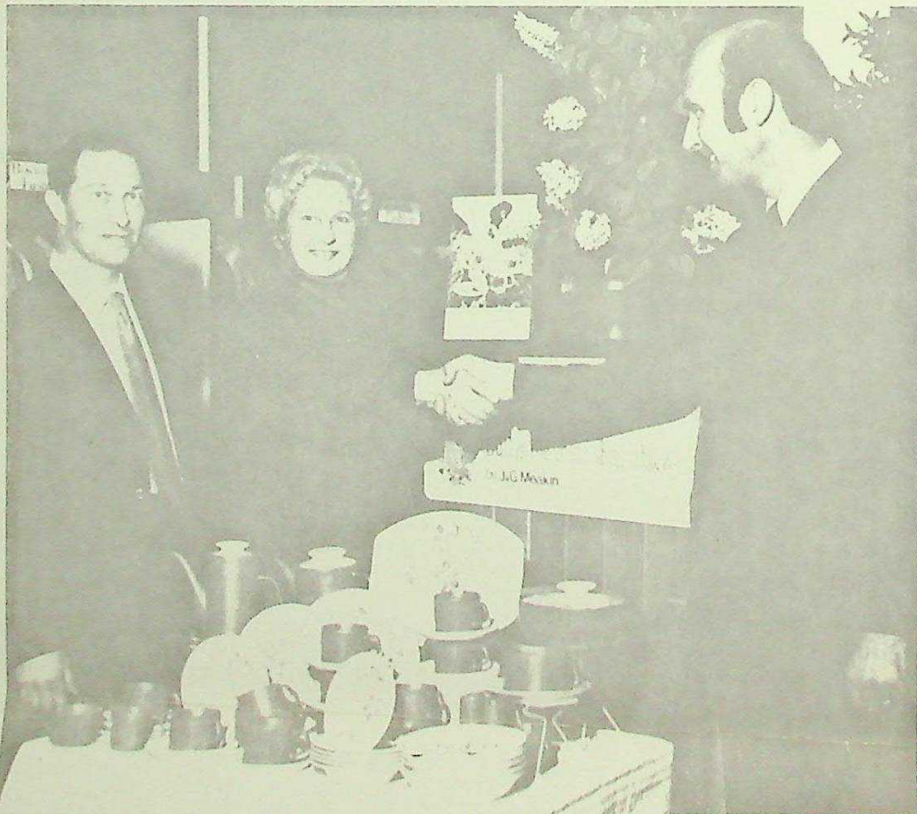
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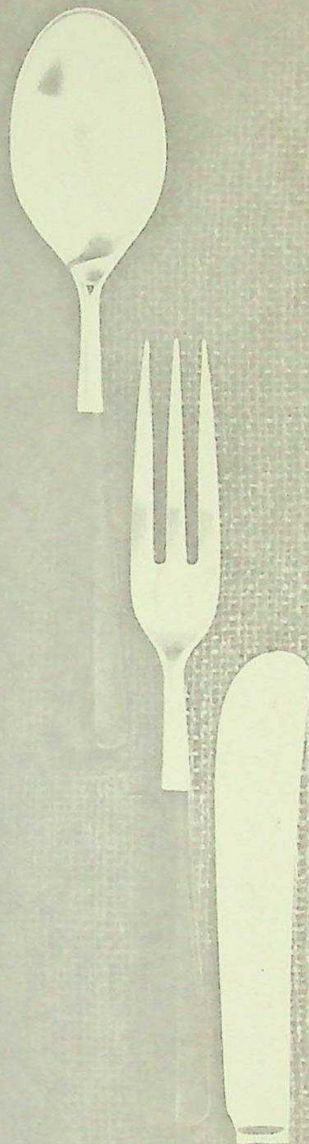
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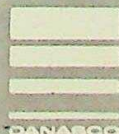
rustica

MADE IN JAPAN

Dish washer proof  
matt finish,  
stainless steel  
cutlery, with  
brown plastic  
handles.



P.29 TABLEWARE INTERNATIONAL JAN. 1975



Chelsea Manor Gardens,  
Kings Road, London, SW3 5JP  
Tel. 01-351 1221



D7/653



GOURMET JULY, 1974

## It's called Potter's Wheel because we have more potters.

At Denby we're fortunate to have more potters than any other tableware company in Europe.

Potters who for generations have taken our special clays in their hands and turned them into things of beauty. And because they use hands and not machines, it shows.

It shows in the slight variation from piece to piece. It shows in the timeless shapes. It shows in our designs and finish. Most of all it shows when you use it.

All Denby dinnerware is oven-to-table-to-freezer and dishwasher safe. The no-nonsense two year guarantee\* is your safeguard.



*Featured above with Potter's Wheel: Denby Arabesque Stemware, Denby Stone and Steel Stainless, Denby Teak carving board, Denby Stone and Teak salt & pepper set.*

*\*Guaranteed for two years from date of purchase against any manufacturing defect or breakage.*

p. 9

For the full-colour brochure of all Denby Tabletop Fashions, the recipe for our Crown Roast of Lamb Denby and the name of your nearest dealer, send 25 cents to: Denby (Dept GM4), 4688 Paddock Road, Cincinnati, Ohio 45229. Or to Denby (Dept GM4), 6470 Viscount Road, Mississauga, Ontario.



*Potter's Wheel dinnerware is available in four colours.*



D7/653

HOUSE & GARDEN

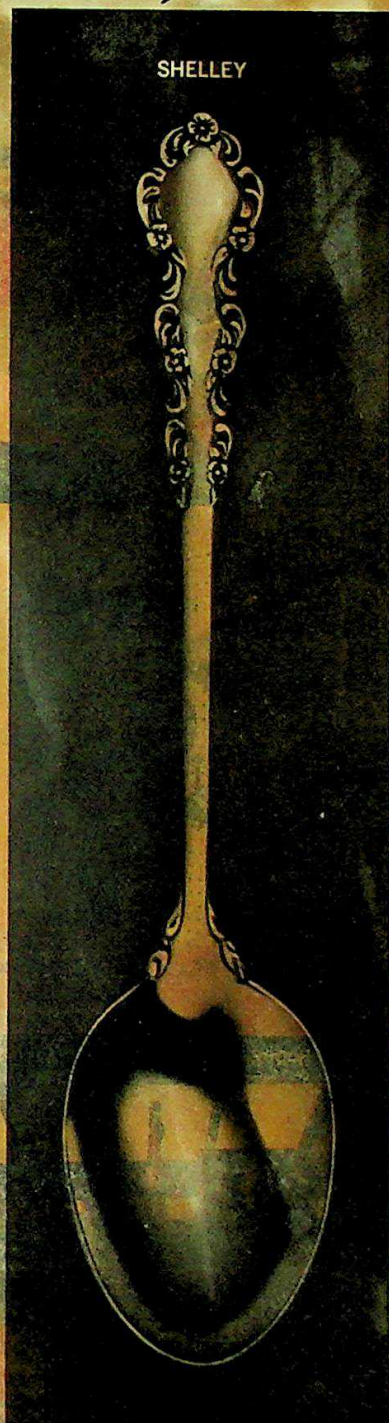
APRIL, 1974

p. 110

APRIL, 1974

House

p. 110



SHELLEY

Sample our  
newest pattern.

House & Garden 25¢

Oneida Silversmiths  
P.O. Box 1, Oneida, New York 13421  
I enclose 25¢ for my sample  
stainless teaspoon in new Shelley.

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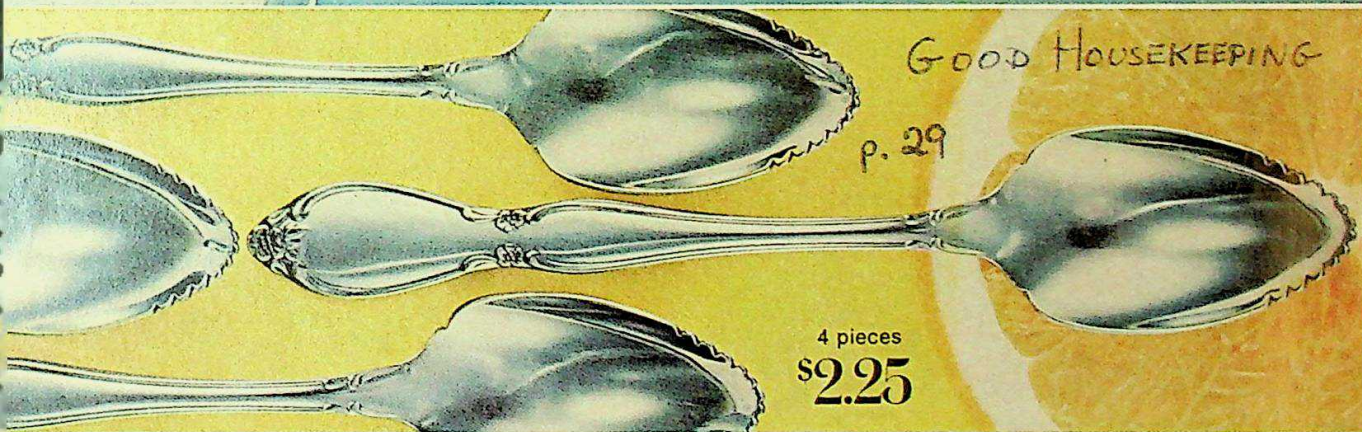
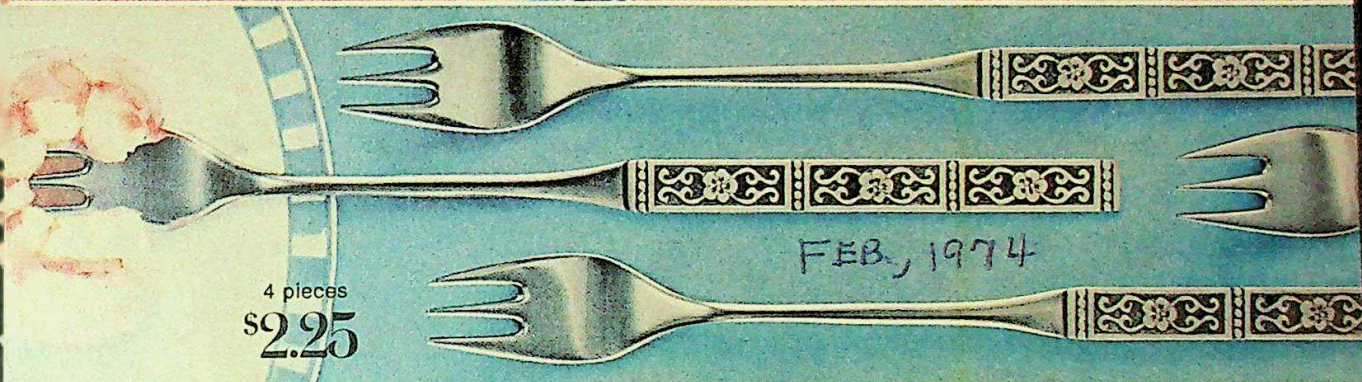
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Handsome special pieces in Oneida Community Stainless to match your favorite pattern from the Betty Crocker Coupon Catalog.

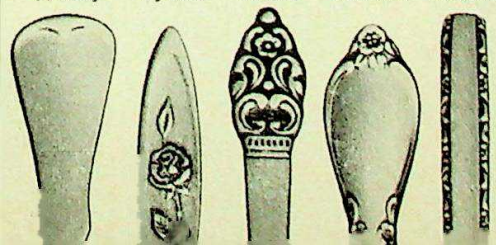


Add extra elegance to special meals with these Hostess Helpers. Try Grapefruit Flambe served with the special fruit spoon — perfect for brunch. The graceful seafood forks add an extra special touch to your seafood entrees. And imagine how beautifully the dainty coffee spoons will set off your after-dinner coffee.

savings make this a wonderful time to ll three four-piece sets.

**Betty Crocker**

P. Henry My Rose Vinland Chatelaine Via Roma



Hostess Helpers are available in the six exclusive patterns shown below.

Each four-piece set is only \$2.25. Save by ordering any combination of 3 sets for \$6.25. If not entirely satisfied, return merchandise with-

in 10 days and your money will be refunded.

Add to your set from time to time with individual pieces from open stock at big savings with Betty Crocker Coupons found on more than 175 General Mills products.

General Mills, Inc., Box 358, Minneapolis, Minnesota 55460

- ☐ I enclose \$2.25 (check or money order) for each set.  
☐ I enclose \$6.25 for any combination of 3 sets.

PLEASE INDICATE NO. OF SETS AND PATTERN CHOICE BELOW:

	Isabella	P. Henry	My Rose	Vinland	Chatelaine	Via Roma
4 Coffee Spoons	_____	_____	_____	_____	_____	_____
4 Seafood Forks	_____	_____	_____	_____	_____	_____
4 Fruit Spoons	_____	_____	_____	_____	_____	_____

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

To assure delivery give zip code. Offer good only within USA. Offer expires April 15, 1974.

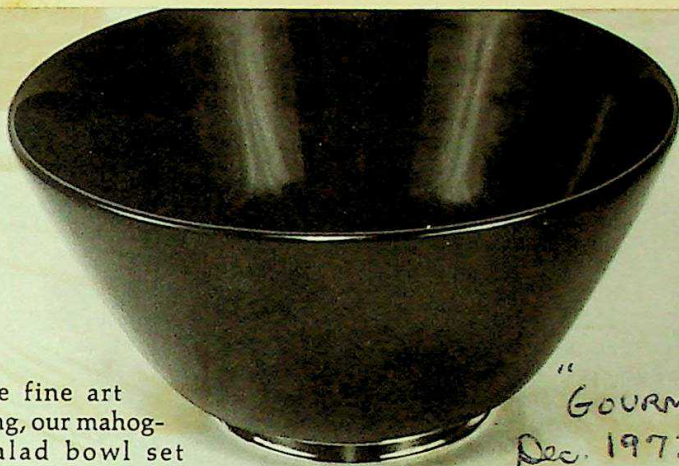


D 7/ 653

DEC., 1973

p. 90

"GOURMET"



For the fine art of dining, our mahogany salad bowl set trimmed with sterling silver. Diameter 11½ inches, height 6 inches. 52. The Silver Salon.



*Cartier* Inc.

Fifth Avenue and 52nd Street, New York 10022 (212) 753-0111  
Bal Harbour • Beverly Hills • Chevy Chase • Palm Beach

"GOURMET"  
Dec. 1973

page 90

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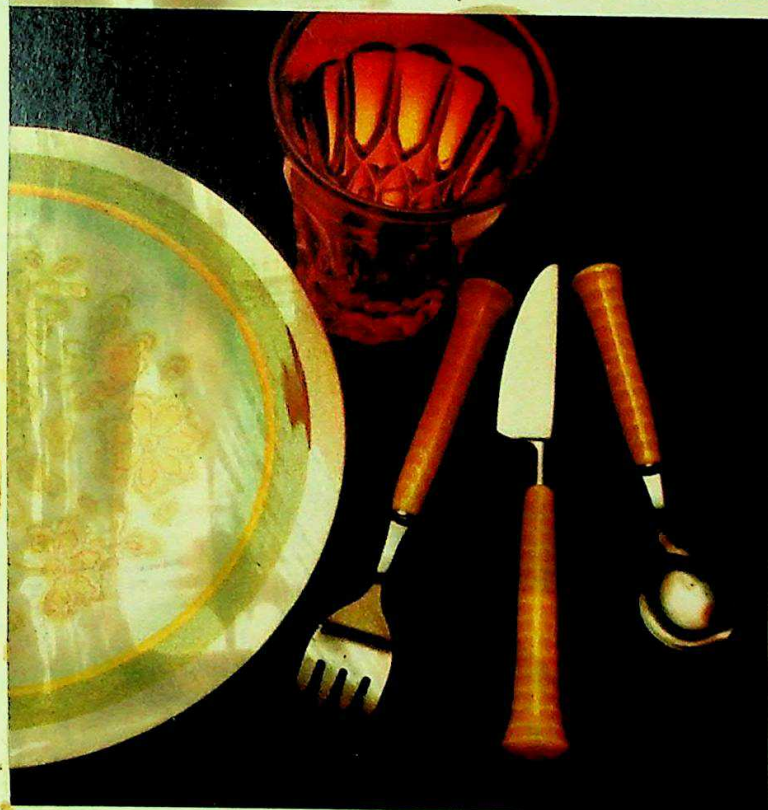
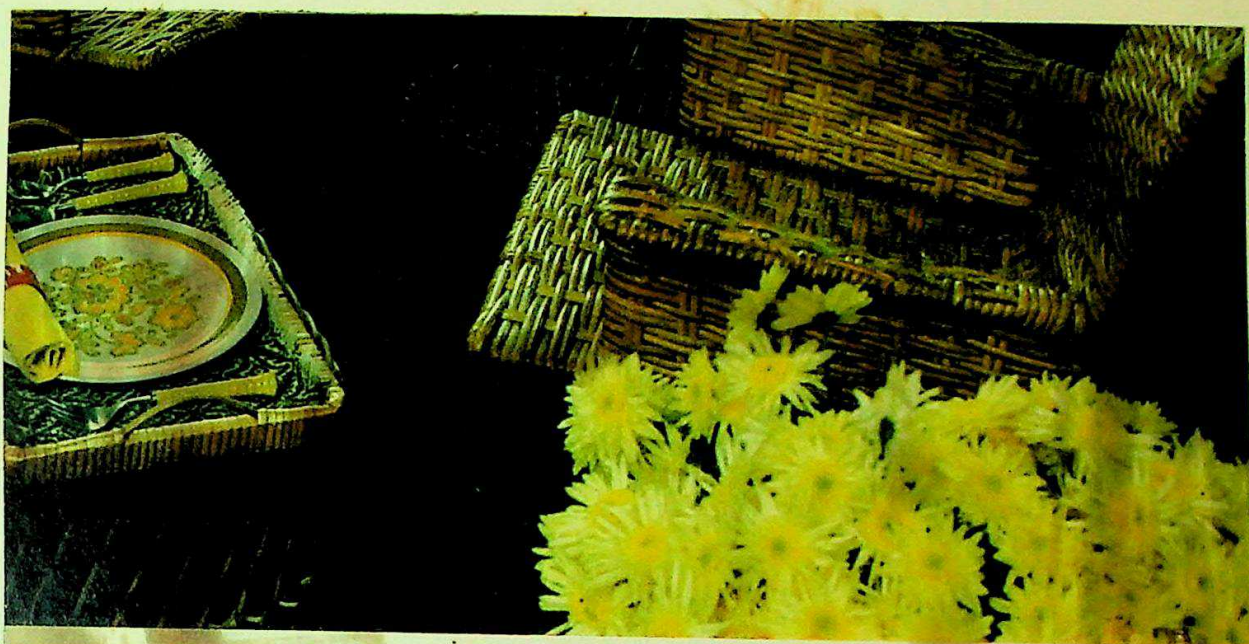
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D7/653

OCT. 1973 p. 152

GOOD HOUSEKEEPING



When the weather permits, eating outdoors always enhances the pleasure of good food. For this attractive tree-side meal, place settings are on individual wicker trays, carried out by each diner, and a serving cart nearby holds the food. Flower-patterned plates are of sturdy ironstone ware, safe in oven or dishwasher; colorful glasses and porcelain-handled flatware are color-coordinated with them. Craftone ironstone, Rumba; stainless flatware, Today; glass tumblers, Perspective; all by Noritake. Belgian linen napkins and Plexiglas napkins are by Fallani & Cohn.

152 GOOD HOUSEKEEPING  
OCT., 1973



D 7/653

BETTER HOMES & GARDENS  
OCT. 1973 p. 31

# Special Holiday Gift Offer

Handsome serving pieces in Oneida Community stainless to match your favorite pattern from the Betty Crocker Coupon Catalog.



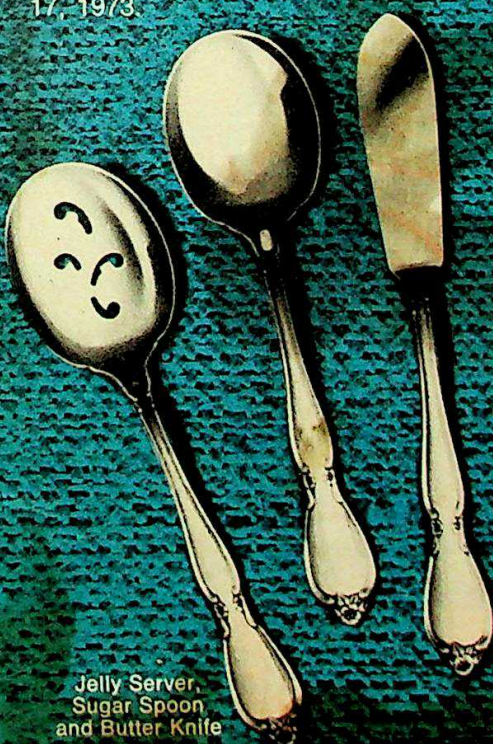
Add a finishing touch to your special table settings this season with elegant serving pieces like these. We have six beautiful patterns to choose from so that you can complete or complement your own stainless set — and save money while you do. To set a pretty table is a wonderful way to say "you're special" to your family and your guests. And wouldn't a set of serving pieces make an especially thoughtful gift, too?

*Betty Crocker*

You'd expect to pay over \$15.00 in stores for this quality stainless for the seven pieces shown.

Discover more values on Oneida Community stainless and hundreds of other lovely items in the Betty Crocker Coupon Catalog included with your order. Save Betty Crocker Coupons you'll find on over 175 General Mills products.

If not entirely satisfied, return merchandise within 10 days and your money will be refunded. Order today! Offer expires Dec. 17, 1973.



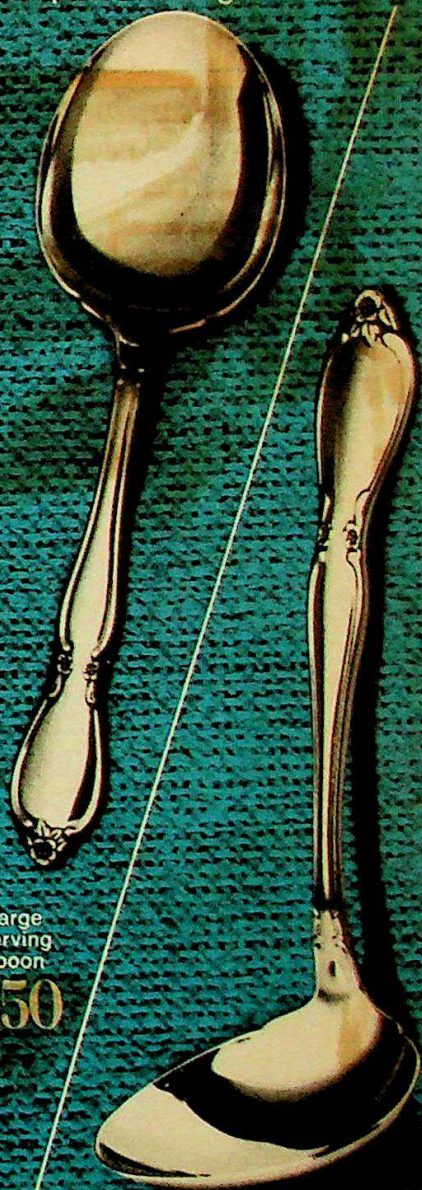
Jelly Server,  
Sugar Spoon  
and Butter Knife

**\$2.00**



Cold Meat Fork  
and Pierced  
Serving Spoon

**\$1.75**



Large  
Serving  
Spoon

**\$1.50**

Gravy Ladle

**FREE**

Our gift to you  
when you order  
the other six  
pieces.



Bettie Homes & P.31  
Henderson Oct. 1973



**General Mills, Inc., Box 47, Minneapolis, Minnesota 55460**

I enclose a check or money order for \$ \_\_\_\_\_

Please send me (CHECK APPROPRIATE BOX)

- |  |   |
|--|---|
| <input type="checkbox"/> Jelly Server, Sugar Spoon and Butter Knife (\$2.00) | <input type="checkbox"/> Large Serving Spoon (\$1.50)                                 |
| <input type="checkbox"/> Cold Meat Fork and Pierced Serving Spoon (\$1.75)   | <input type="checkbox"/> The Whole Works: all 6 pieces plus FREE Gravy Ladle (\$5.25) |

CHECK YOUR PATTERN CHOICE BELOW:

- ☐ Isabella   ☐ P. Henry   ☐ My Rose   ☐ Vinland   ☐ Chatelaine   ☐ Via Roma

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

To assure delivery give zip code number.      Offer good only within USA. Offer expires Dec. 17, 1973.



~~15~~

D 7/  
653



d Cucumbers  
p. 49

"GOURMET"

MAY, 1973

Hors-d'Oeuvre Variés





D7-151

p. Z9

MAY, 1973

If Centura® Dinnerware were as fragile as it looks, the Centura promise wouldn't be as strong as it is.

D7/653



BETTER HOMES & GARDENS

MAY, 1973

"Corning will replace without charge any piece of Centura® dinnerware if it breaks, chips, cracks, crazes

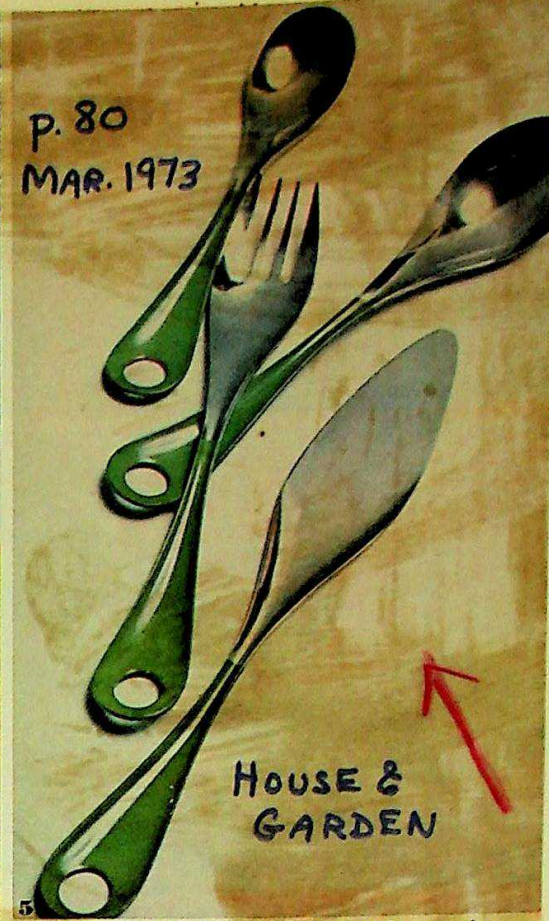
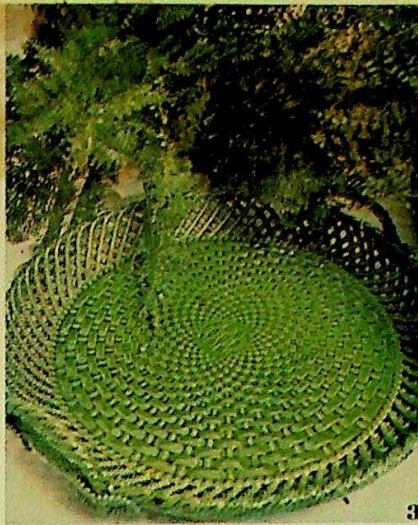
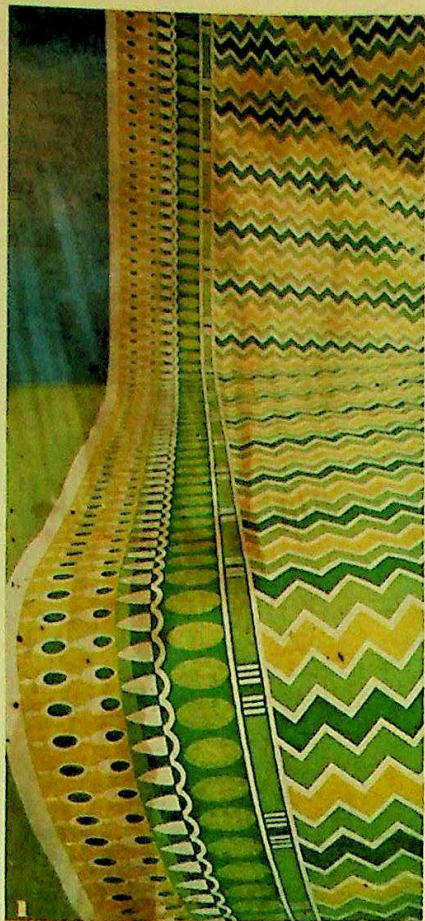
even has the ring of fine china.

These are all reasons that you can use Centura dinnerware for your

p.Z9 accessories. They're the only ones you'll be able to use on top of the stove. And you won't pay as much



HOUSE & GARDEN  
MARCH, 1973 P. 80



1 Parrot Green, Lacquer Green, and Sun Yellow zigzag across "Continental" cotton fabric. By Angelo Donghia for Bloomcraft. 2 "Flame" china—Parrot Green—by Thomas U.S.A. Towel by Vera. 3 An Italian basket—really an earthenware tray—pretty as the center of a daisy. In Parrot Green. At Ginori Fifth Avenue. 4 A sofa garlanded with flowers—quilted ones—and with just enough Parrot Green peeking through. By Drexel. 5 Flatware most fluid: of stainless steel, the sleekest dollops of Parrot Green enamel at the ends. "Bonnyware" by Kellen. 6 Strawberries by the yard, with Parrot Green leaves on a black background. "Bradley" Dacron and cotton chintz with an Everbloom finish. By Bloomcraft. 7 A chair of rounded corners—and it stacks. Green as a traffic light (Green Mint, that is). Cyclac plastic. By Joe Colombo for Beylerian. 8 In a suburban house a rustic room for relaxing, reading, living in total comfort, has Lacquer Green beams, Parrot Green and Lettuce basket-weave fabric on the walls and at the windows, and flower-box prints on sofas and chairs. Basket-weave and flower fabrics—beribboned or blooming up a thicket of greens—by Brunswick. Rug by Patterson, Flynn & Johnson. Interior design by Ronald Bricke for Burge-Donghia. 9 Lions, elephants, and people parade on a pitcher (5 inches high), sugar bowl, and cream pitcher: "Fauna" by Arabia, here in Green Mint. 10 Big willow chair is weighted to flip and face in either direction. Upholstered in foam around a harder core. All-wool fabric by Hayward Schuster. "Patelon," in Italy by Harvey Probbler. 11 Two-speed electric juicer-extractor makes fresh fruit or vegetable juices—or purées or pastes—in a wink. With citrus

# HOUSE & GARDEN FLOWING GREENS SHINY, PATTERNED

D7/653

7/653



## sales s-s-s-sizzlers!

## Housewares promotions

D 7 / 653  
4-1972  
HOUSEWARES

Take sizzling hot platters. Set them on American walnut trays. What happens? Nothing—if they're genuine Weaveewood. No burn or scorch. After dinner, stick 'em in the dishwasher. Heavy aluminum platters have polished jeweler's edge. Tray alone makes a beautiful server. 8"x12½", \$9; 9"x14", \$11; 11½"x17", \$17; 14¼"x21", \$25 retail.

dishwasherproof woodenware

by **WEAVEWOOD® INC.**

7520 Wayzata Boulevard, Minneapolis, Minn. 55426

11 APR. 1972  
HOUSEWARES  
P. 52

... Ace Hardware in Chicago announced that its annual show will henceforth be held in October, and no longer in January. This change in calendar was made, in measure, because of the burden placed upon manufacturers to book orders in January and deliver for Spring sales. It was also noted that the dates proposed by the Hilton, where the show is traditionally held, fell on the first weekend after New Years, and would ultimately pose a hardship on dealers. The company's next National Show will be held October 15-17 in Denver.

... Sanyo Electric, Inc. has a new 2-year service policy on its line of compact refrigerators and freezers. Included are in-home service on all units over 3 cubic ft., and service on under 2 cubic ft. product brought in by the consumer.

... Corning Glass is now packing use-and-care instructions in Spanish as well as in English with new Pyrex ware products. The 3"x5" folder is, in some cases, placed on the package, as with its Pyrex Stack-Makes dishes.

... Corning's ad campaign includes 30-second TV spots promoting their cookware items through May, with print support in Family Circle, Good Housekeeping and Reader's Digest. Pyrex ware is being promoted in Good Housekeeping, Woman's Day, Redbook, Family Circle and Reader's Digest. Network TV spots will support Corelle Livingware this spring, with print support in American Home, Glamour and Redbook.

... A Kabar Cutlery display created for Cole National by Advertising Metal Display Co., Chicago, won two design awards: the Gold Award at the recent Packaging Exposition of the Packaging Institute, and the Award of Excellence at the VASPA Competition sponsored by Chain Store Age Magazine. The revolving 4-sided counter-top display features an interior storage area with locked panels behind injection-molded dust-free windows.

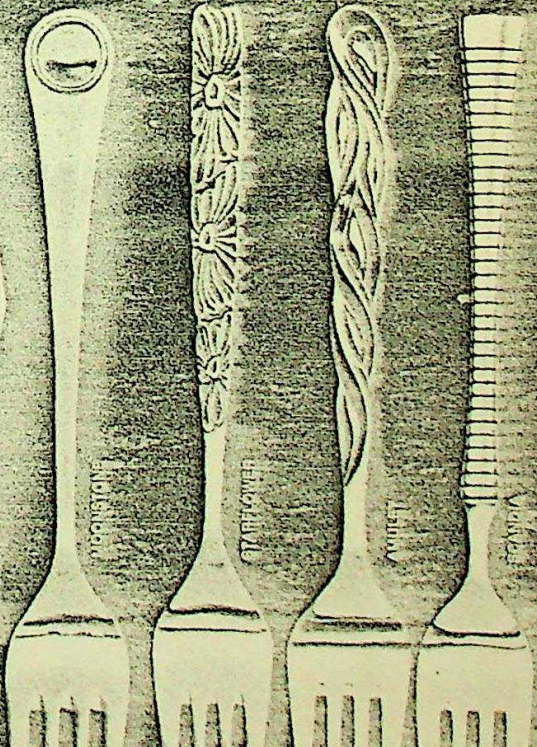
**TRADE IN YOUR MOTHER'S SILVER  
FOR REAL STEEL**

**NATIONALLY  
ADVERTISED  
in  
MODERN BRIDE  
GLAMOUR  
SEVENTEEN  
N.Y. TIMES  
MAGAZINE**

**See this  
outstanding line  
at all the Major  
Trade Shows**

**COSMOS® PRODUCTS**  
2145 Marion Place  
Baldwin, N.Y. 11510  
Tel. (516) 623-9222  
or (212) 835-3444

**REAL STEEL**  
SOLUBLE IN HOT WATER  
EXCLUSIVELY  
FOR *Corning*



Moonstone Starflower Amulet Scandria



D7/653

DEC., 1969 p.80



All Poly-Bin models are mounted on a sturdy, plated steel frame with four floor-protective casters for smooth, easy movement.

# poly-bins

## POLYETHYLENE BINS WITH SLIDING COVERS

Clean, sturdy Poly-Bins are molded of sparkling white, virgin Polyethylene and equipped with molded, form-fitted sliding ABS covers. They afford a smooth, clean seamless interior with sturdy wall construction. They offer the advantages of greater strength, lightness of weight plus a natural resistance to most chemicals, acids and alkalis. For fast, safe and portable handling, Poly-Bins are mounted on an electroplated, reinforced steel underframe equipped with four stem-type, floor-protective casters.

Poly-Bins are available from stock in six popular, economical sizes

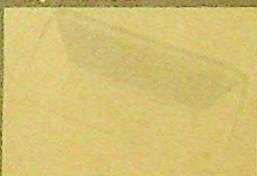
Why not improve efficiency, handling convenience and simplify your food product and ingredient storage sanitation the modern way... with Poly-Bins.

Poly-Bin above is equipped with combination hinged-sliding cover of ABS compound. Bins and covers are NSF approved.



Poly-Bins are approved by the U.S.D.A. for food handling, carry the seal of approval from NSF and meet B.I.S.C. standards.

Poly-Bins are available with bottom drains for liquids, iced foods, etc. or quick, easy sanitation.



WRITE TODAY ... for complete information, specifications and prices.



### UNION STEEL PRODUCTS CO.

Food Handling Equipment Division

515 E. Pine Street  
ALBION, MICHIGAN 48224  
Telephone: 517/629-2181

### BUYER'S BULLETIN

Continued from page 78

## p. 80 DECEMBER, 1969 INSTITUTIONS



### The spork

The three-in-one combination plastic spoon, fork and knife is an innovation in disposables. Designed for school lunch programs, the spork can be used as a spoon, fork, or knife, although the cutting edge is not sharp enough to be dangerous to children. It is fracture-proof and will not splinter. The spork is available in bulk, packed 1,000 to a container and sealed in polyethylene to eliminate contamination. Or, the spork is available in individually wrapped packets. Van Brode Milling Company, Inc.

Circle 375 on reader reply card



### Ring-pull juice can

New Cock o' the Walk Vegetable Juice Cocktail has a tangy cocktail flavor and comes 48 cans loose-packed per case for vending and mobile-catering sales. The item comes in litho cans with ring-pull tops. Tri/Valley Growers.

Circle 376 on reader reply card

### Instant cash

A new cash dispenser could be the answer to harried travellers in a hurry for quick currency exchange. The Docuteller dispenser provides cash upon insertion of major credit cards, and its application in the travel industry offers new dimensions in expediency and efficiency. Particularly suited to airports, rail and bus terminals, hotel lobbies and tourist centers, Docuteller Corp.

Circle 377 on reader reply card

Continued on page 82

CIRCLE 36 ON READER REPLY CARD



XD-54/12

Good Housekeeping  
p. 68 3-1969

p. 68

3/1969

Good Housekeeping

Stainless by International





XD-54/12

FLYING CHIPS

P.10

JAN.-FEB., 1969

# Wooden Salad Spoon

A kitchen without a wooden tossed salad spoon (s) is lacking a very important kitchen utensil. The cook considers this spoon a must to prepare salads properly.

It doesn't take much time to make these spoons. Select straight grained stock like birch, walnut or maple. Lay out the design using the squares method but before cutting the spoon to shape, it would be better to rout out the well. This operation is done with a wood jig with a cut-out the same as the outline of the well. The jig, made of  $\frac{1}{2}$ " plywood, is tacked on the top side of the spoon stock. With a router fitted with a No. B-103 guide and round nose cutter, proceed to cut the well portion of the spoon. Note: the shoulder of the No. B-103 guide has been cut shorter so it can be used on the  $\frac{1}{2}$ " thick plywood jig, see Fig. 2 of line drawing, and photo No. 1.

To conserve on material the spoon design is laid out on a piece of 1" thick stock as shown in photo No. 2. To thin out the handle the cut out design is laid on the edge on a piece of scrap stock and resawed on the band saw, photo No. 3. The bottom edge is then rounded off on the sander/grinder, photo No. 4.

Should you wish to make the well deeper you can do so with a hand carving tool or gouge.

Sand the spoon smoothly with 3-0 and 6-0 garnet paper but do not apply any sealer as a finish. Olive oil applied after each use will keep the spoon looking like new.

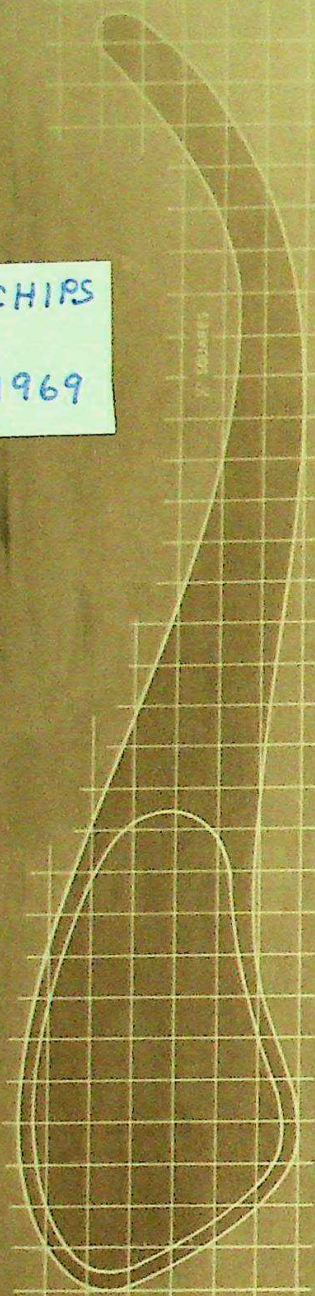


1. Before cutting the outline of the spoon the well is routed out with a high speed router fitted with a No. B-103 guide and a round nose cutter.

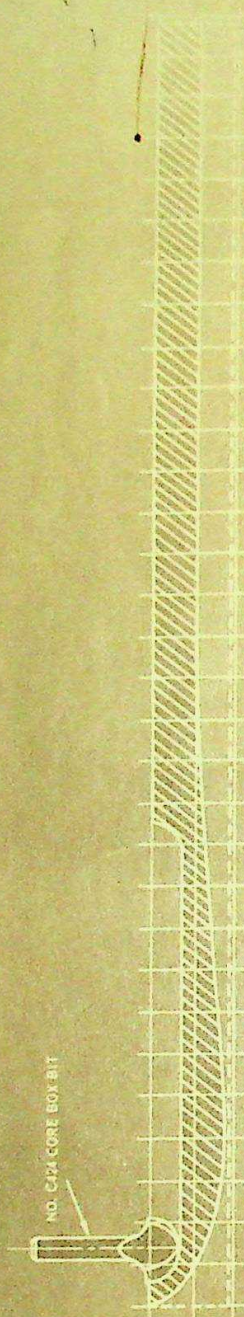


# WOODEN SALAD SPOON

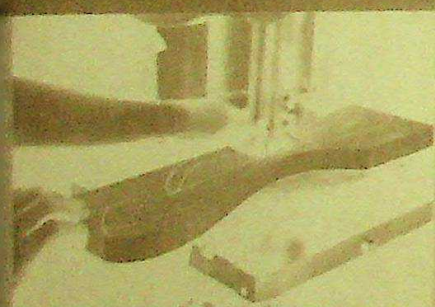
FLYING CHIPS  
P. 11  
JAN.-FEB., 1969



TOP VIEW FIG. 1



CROSS-SECTION FIG. 2



2. To conserve on stock lay out the design as shown and proceed to cut to shape on the band saw using a  $\frac{1}{4}$ " skip tooth blade.

3. The bottom side of the spoon is cut to shape using a scrap piece of wood as a support and following the line on the band saw.

4. After the spoon is cut to shape the bottom edges are rounded off on the sander/grinder.



XD-54/12  
D7/FLATWARE BOX

p. 104

Mademoiselle May, 1968



## Individualism is alive

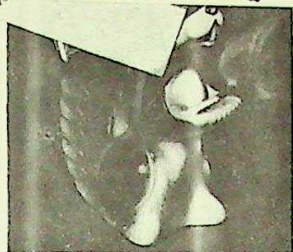
...and expressed in sterling by Tuttle. Onslow is heavy, with the strong lines of 18th Century England. Beauvoir is a total commitment to the Classical and Hannah Hull is pure, severe Early American.

Tuttle has other patterns to choose from, all with equally strong ties to the past. Perhaps one will be an expression of your individuality.

At only the finest stores—the name of the nearest on request.

**TUTTLE SILVERSMITHS**





Just light a match and place it in his paws. Chemical reaction as it burns counteracts and deodorizes strong cooking smells, cigarette smoke, and stuffy, musty atmosphere. Li'l Stinkey is an amusing ceramic figurine 4 3/4 inches high. Comes with a book of 30 fresh-air Matches. Order the Matches Pack for 3 extra books.

- ☐ 9116—Li'l Stinkey ..... \$1
- ☐ 9117—Li'l Stinkey Matches Pack ..... 69c

**FUNNY PHONEY STATUS SYMBOL** makes a big impression... gets a lot of laughs! The world marks you as a V.I.P. when they see your phone in hand—or on your dashboard. And it's fun to watch your friends pick up Telephoney—listen for a dial tone, ask for the operator! Attaches to any car with adjustable adhesive mount. Suction cup holds cord and antenna.

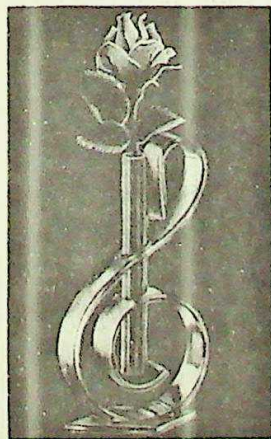


- ☐ 9392—Telephoney ..... \$2.98



**TEST YOUR BLOW POWER!** Intriguing new A-Blo-Go game is a scientific skill toy that leaves you breathless. Blow into the transparent plastic tube. Try to make the ball go 'round, out and in, and 'round again. Measures your wind and your reflexes. Fascinates! Amazes! Fun for all youngsters—adults too. Big 14" x 8" size, complete with four Styrofoam balls.

- ☐ 9270—A-Blo-Go ..... \$1.29



**TREBLE CLEF BUD VASE** of sparkling, crystal-clear styrene sets off the beauty of a lovely rose or any single bloom with grace-note perfection! Fill the tube holder with water to keep a cut flower fresh... or display a spray of artificial flowers. With or without a floral accent, this graceful musical symbol is an attractive adornment on your mantel, piano, or coffee table. 7 inches high. It makes a pretty centerpiece!

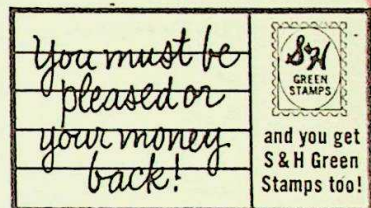
- ☐ 1442—Bud Vase .. 98c

**GIC LIGHT SWITCH ONLY \$3.98.** Turn on light automatically at twilight turn it off again at dawn! Now, whether you're home or not, lamplight shines from your windows when darkness falls—the surest deterrent to prowlers and vandals. Precision-made control unit is operated by a photoelectric eye. Just attach to lamp cord and plug into wall socket. Small, inconspicuous. *Priced amazingly low!*

- ☐ 8617—Magic Lamp-Light . \$3.98

**A TUB OF CRAYONS—120 OF THEM!** Count them—here are enough non-toxic, full-size (3 1/2" long) crayons to keep an army of youngsters occupied on a rainy day. Every color and shade you could want, plus a special crayon sharpener... all packed in a canister tub. So convenient for easy storage. A great gift idea at a great value price!

- ☐ 9366—Crayon Set ..... \$1.29



**GAG FLATWARE FOR DIETERS** makes any meal a crash diet for the calorie counter who wants fast results! Guaranteed to prevent over-eating! Short fork, sawed-off knife and leaky spoon of "luxury styled" plated metal help a deprived friend take starvation diets with a grain of salt. Switch mealtime utensils secretly and wait for the hilarious reaction. Set comes in an impressive presentation box. Fun!

- ☐ 8420—Tableware for Dieters . \$1

**MAGNIFIER KEEPS HANDS FREE**—it stands on your desk and shows you the tiniest details large and clear! Now you can watch every step of the work without eyestrain... get more accurate results without mistakes. Flexible metal gooseneck on no-tip base lets you position 2 1/2" Magnifier right over your work. Great for hobbies, crafts, sewing, precision jobs. Handy!

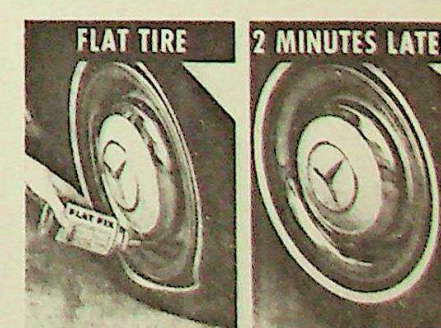
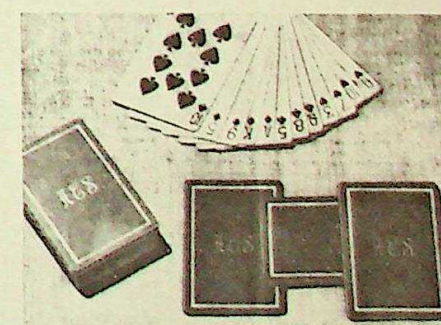
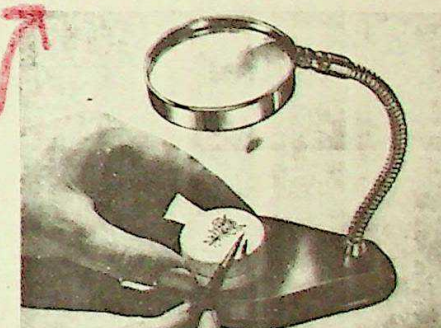
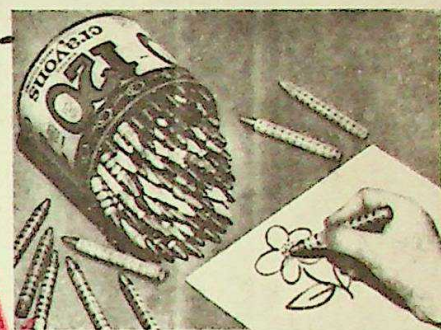
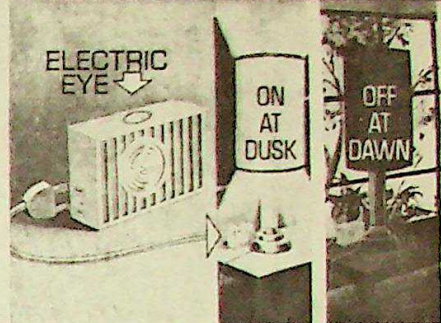
- ☐ 7171—Desk Magnifier .. \$1.49

**MONOGRAMMED DOUBLE DECK** of fine quality, plastic coated playing cards is suitable for bridge, poker, rummy, or canasta. Tastefully designed and personalized with your choice of golden initials on one red and one blue deck. Such a thoughtful way to thank a holiday hostess or remember card playing friends. Twin decks are hand-somely gift boxed. *Please specify 2 or 3 initials.*

- ☐ F-9303—Double Deck .... \$2.98

**FIX FLAT TIRES** without tire changing! This amazing little aerosol cylinder seals punctures and inflates a flat tire in one quick, simple operation. Just attach it to any tire valve... sealant stops leak and inflating action starts immediately! Your car is road-ready in 2 minutes. No tools or jacking-up needed! Eliminates dangerous repair stops on busy freeways or turnpikes. Keep a can handy! Safety-approved.

- ☐ 9042—Flat-Fix ..... \$1.98





XD-54/12



Total Commitment in Sterling  
**BEAUVOIR by TUTTLE**

Not everyone is equal to the luxury of Beauvoir. Some find it overwhelming; some awe-inspiring. To those with the stature to command it, Beauvoir can be a never-ending source of proud distinction, sterling of rare character.

At fine jewelry and department stores. Name of nearest on request.

**TUTTLE SILVERSMITHS**  
 Lancaster, Penna. 17604



"Pine Tree Shilling Hallmark"

"Presidential Datemark"



**BEAUTY BEAT:  
 POP PRESENT**

Come June, the papers burst into a riot of suggestions. For Dad on His Day. Go along with them, and Dad (oh, Dad, poor Dad) is going to get something "Imaginative"—like an electric tie presser or a transistorized ice crusher. Or something "Personalized"—like a gigantic coffee cup with "Pop" stenciled tastefully on the side. Or, if nerve fails, something "Traditional"—like a tie-again or a pipe-again or bedroom slippers-again. Somewhere between safe and sorry, there's got to be a solution. There is. Men's fragrance. And if you don't know whether to opt for after shave or cologne, there's all-purpose lotion. One such, with a gentle, nonbiting scent that can only be described as essence of mellowness, is Houbigant's Yama. It's new. And it costs \$5 for the 8-oz. bottle you see above.



XD - 54 / 12

We don't just hand you a lifetime guarantee. We try to make sure you'll never have to use it.

Silverplate takes most wear at the backs of spoon bowls and fork tines. So we do something no one else does. We insert an extra block of sterling right at those vulnerable places, in the pieces of Deepsilver you use most.

Then we plate with more pure silver than any other leading silverplate.

We don't leave room for mistakes either.

As many as 38 people work on a single piece of Deepsilver. And each one of them has to check his work, double check it, and sign a card that proves he did.

Then, card or no card, we have five tough inspectors go over every inch of every spoon, fork and knife.

After all that we feel secure enough to tell you, "If any piece of Deepsilver fails to give satisfactory service with normal use and care during your lifetime, we will re-silver it at no charge."

Look for Deepsilver with the famous "IS" maker's mark. It's the only way to be sure you're getting our lifetime guarantee.

But once you get it, you'll probably stash it in a drawer somewhere and never look at it again.

Each of the patterns you see here is \$100 for a 48-piece service for 8.

For a free color brochure showing all our patterns, please write to The International Silver Company, Meriden, Conn.

**International  
Deepsilver®**

APRIL, 1967

p. 11

MADemoiselle

Orleans

Laurel Mist

Wakefield





~~XD-54/12~~

National Jeweler page 33

LOADED with CUSTOMER LURE...

Introducing!

# GORHAMCRAFT<sup>®</sup> STAINLESS at \$39.<sup>95</sup> for a 50 Pc. Set

Produced with the same skill and devotion that have made GORHAM the World's Leading Silversmiths since 1831! GORHAMCRAFT speaks quality, — at the PROVEN, MOST POPULAR retail price — 39.95 for a 50 pc. set! Two outstanding designs — traditional Musette — contemporary Autumn Mist . . . They're "Big Ones"! Don't let 'em get away!

NATIONAL JEWELER



AUTUMN MIST

JULY, 1966 p. 33



CASABLANCA

MOROCCO

NEW  
GEORGETOWN HACIENDA COLONIAL TIP



BRIDGE

WAIKIKI

JOLIE

REGATTA



\$89.<sup>95</sup>  
50 pc. set

\$49.<sup>95</sup>  
50 pc. set

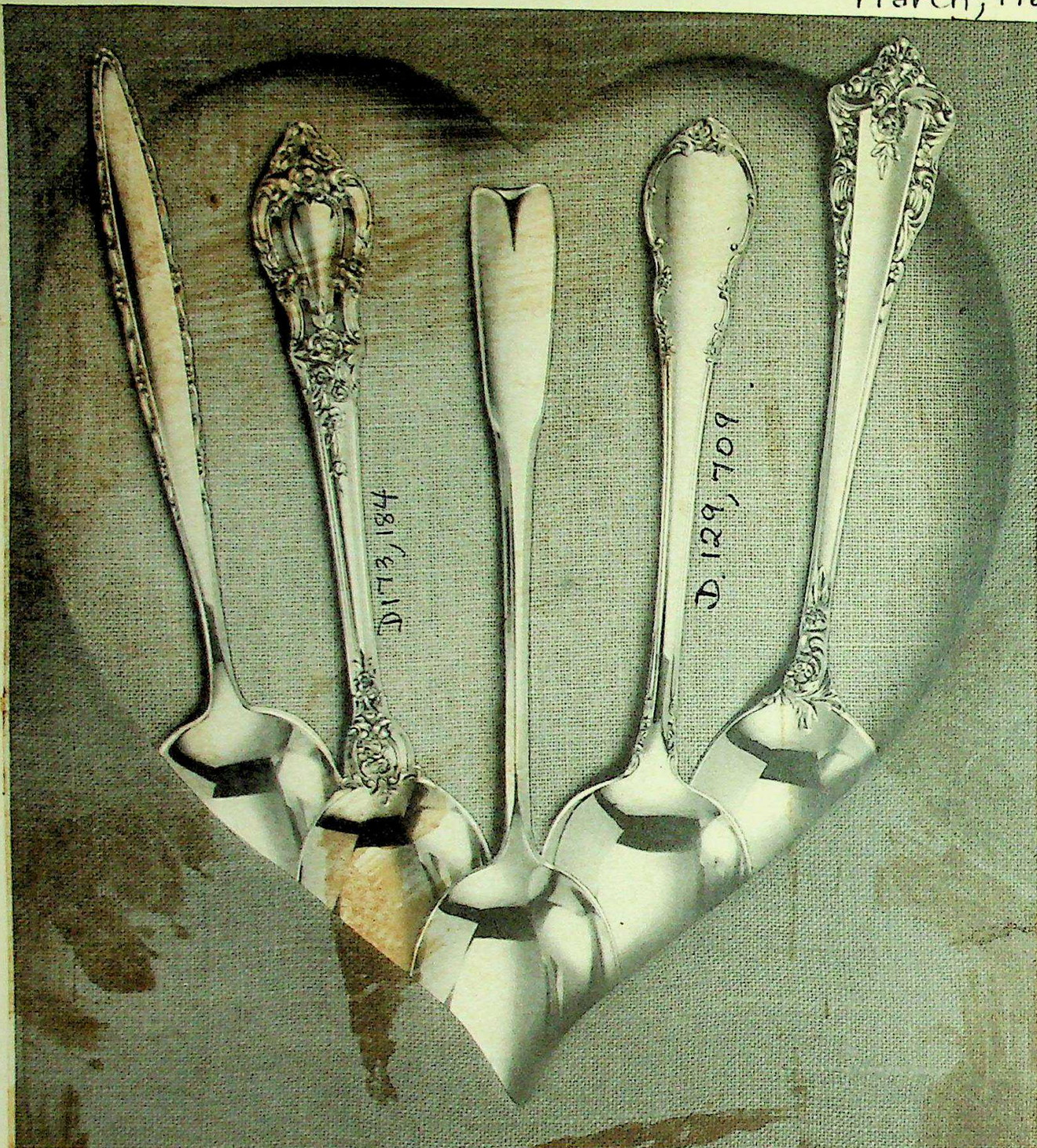
Meticulously crafted GORHAM STAINLESS . . . fast moving, profitably productive! Designs from the Old Masters — adapted for Young Moderns — with taste and quality! In the COMPLETE RANGE of popular price groups! Stock GORHAM STAINLESS . . . you'll keep right on restocking!

## GORHAM<sup>®</sup> STAINLESS

GORHAM COMPANY, PROVIDENCE, R. I. 02907

\*where permitted by local law these items are fair-traded.





Left to right: LACE POINT, ELOQUENCE, COLONIAL THEME, MODERN VICTORIAN, RONDELAY

## LOVE (at First Sight) STORY

Like at first sight is more like it. Pictures are fine for showing sterling patterns... but for love, you have to meet a Lunt spoon personally. Balance it in your hand. Let your senses absorb what beautifully-made solid sterling silver really means. Fit it into your visions of how you want to live—daily and holidays. And be sure to take both your heart and your head with you when you're choosing.

**LUNT**  
STERLING

Because superb table silver promises this: it will only grow more beautiful as you use it, year by year. (That's what the best things of life ought to promise.) If those are your sentiments, there are spoons—and knives and forks and so-ons—with your special name on them. The name Lunt, of course. For information, please write Lunt Silversmiths, Department M-3, Greenfield, Mass.



XD-54/12

Mademoiselle  
APRIL, 1966

p. 71



DIAMOND BY HARRY WINSTON

## DELACOURT

Newest in Sterling Silver from Lunt

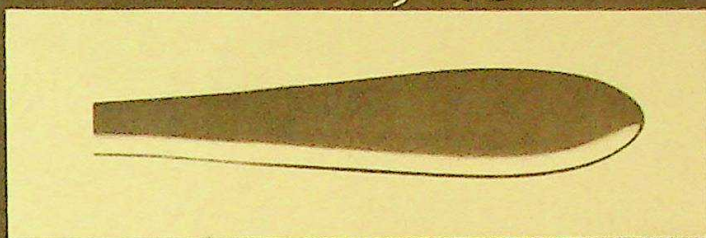
Judge it first on purely ornamental grounds, if you like. Watch the way its carved ornament catches the light like diamonds on your table. But consider its solid virtues, too. For this is "Delacourt", a rich, full measure of solid sterling in a deeply, deftly sculptured silhouette that captures the mood of elegance

**LUNT**  
STERLING

to perfection. Made to be treasured now and for always. And made to reflect every facet of superb craftsmanship the Lunt hallmark always denotes. Save \$65. on a 44-pc. *Service-for-8* set, with chest, in the new "Delacourt" and other Lunt patterns too. Full details at the finest silverware stores.

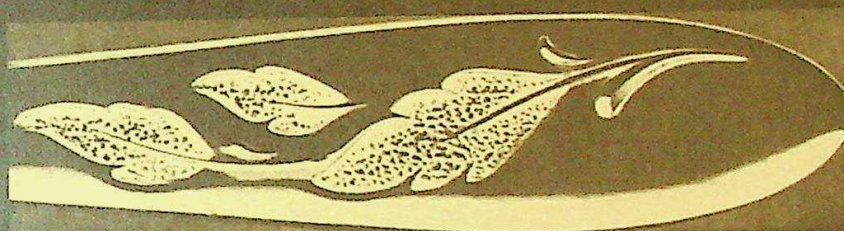


SEPT., 1966



Oneida tested this...

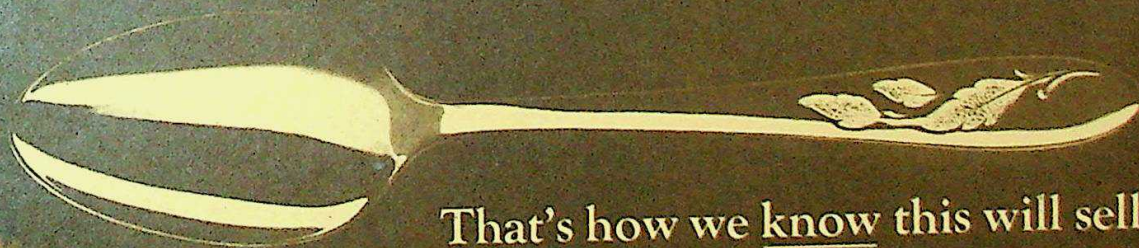
and this...



and this...

ONEIDACRAFT DELUXE STAINLESS

and this...



That's how we know this will sell.

Oneida took the trouble to test new Winter Song, and here's what we found: a predicted hundreds of thousands of young women wanted a traditional shape, a floral motif, the trusted brand name on this craftsmen-made stainless steel. Who are these women? They're your customers.

**ONEIDACRAFT**  
**SOLID STAINLESS STEEL**



Please send me a Winter Song teaspoon and full sales literature.  
Attached, my business letterhead for reference.

NAME & ADDRESS

Oneida Silversmiths Limited, Bangor, County Down, N. Ireland



XD-54/12

## We think stainless should look like stainless.

Mademoiselle  
April, 1966

p. 15

That's not as silly as it may sound. The fact is, a good many stainless steel patterns look as though they were designed for silver. But not ours. When we make stainless, we never think of it as being second best to silver. We make sure it's beautiful in its own right.

Our patterns are especially designed for stainless steel. With clean, simple lines that add to the modern look and contemporary feeling of the metal itself. Besides fitting the everyday function of stainless in your home.

But there is one similarity between our stainless and sterling. The craftsmanship.

A good example of what we mean is Saturna, at right. It takes the steady hand of a man named Kenneth Glenn to give it that texture. Piece by piece.

Yet it costs just \$59.95 for a 50-piece service for eight.

The same 50-piece service in Astra (center) is \$79.95. And in Today (far right) it's \$59.95.

If you want stainless that looks like stainless (but gets made like sterling), look for the new "IS" hallmark wherever fine silverware is sold.

To get a free color brochure of all our patterns, write to The International Silver Company, Meriden, Connecticut.



**Stainless by  
International**

April, 1966

Mademoiselle

P. 15



XD-54/12

# For 500 years all sterling silver looked the same.

## And then Wallace created Firenze®.



ROYAL SATIN

DAWN MIST

SPANISH LACE

It took Wallace to interpret an old Florentine art in sterling silver. We call it Firenze. An absolutely new way for you to think about sterling silver.

Firenze is misted sterling silver. Each piece of Firenze by Wallace is carefully... lovingly textured by hand to a delicate misted finish. And each piece of Firenze becomes a work of art that those Florentine

*Mademoiselle* May, 1960  
craftsmen would have been proud to claim.

Firenze is contemporary. And a beautiful departure from tradition. But it's crafted with an appreciation of the old. So that Firenze by Wallace is new... yet completely ageless. Rare. Imaginative. And worth waiting 500 years for. Some people think Firenze is even more beautiful than traditional sterling. Everybody thinks it's exciting.

page 42

**Wallace  Sterling**  
Grows more beautiful with use.



This is new...  
This is news...  
**Lace point**

LACE POINT is the newest pattern to carry the proud name of Lunt. It is modern, and yet warmly reminiscent of tradition. Refined and feminine, but with the underlying strength of solid silver. Lace Point embodies the care in design and craftsmanship that make any pattern you choose from Lunt so satisfying—for years to come.

McCall's

APRIL, 1965

page R-13

D173, 184

ELOQUENCE

MADRIGAL

MIGNONETTE

COLONIAL THEME

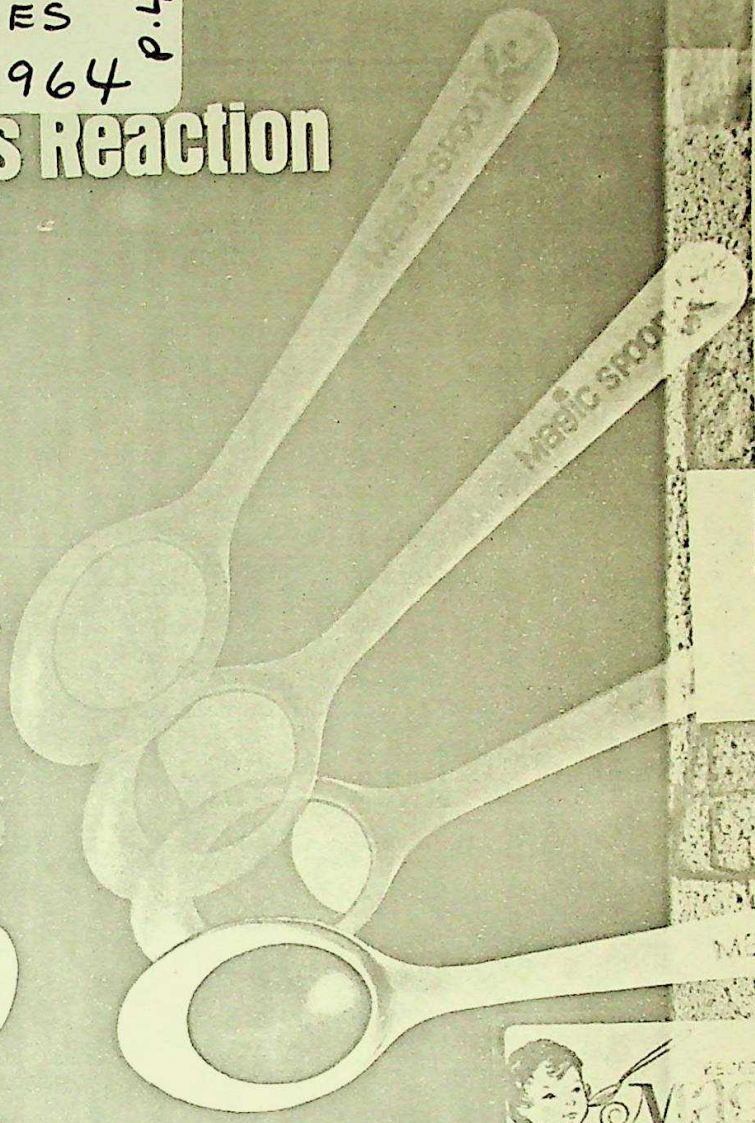
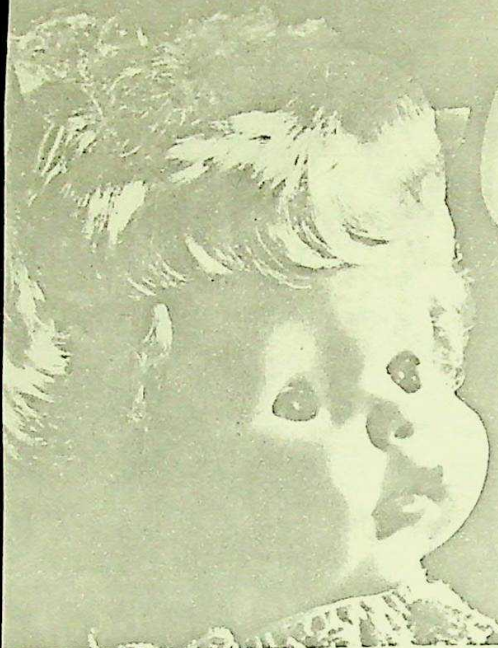
ALEXANDRA

**LUNT**  
STERLING



D7/653 TOYS AND NOVELTIES  
JUNE 15, 1964 P.41

# Spoon-taneous Reaction



page 41

CAMERA SEVEN

## New EEGEE Magic Spoon Gets Fast Sales Action

EEGEE Magic Spoon is the hottest impulse item in years. Our new, exclusive Magic Spoon is running away with sales. Because it's a totally new approach to feeding a doll. Any doll. Tilt the spoon, and the liquid in it disappears like magic. Tilt Magic Spoon back. And presto! It refills itself automatically. So will your cash register when you sell and promote Magic Spoon.



**New, exclusive from EEGEE! Baby June and her Magic Spoon.**  
Feeds herself with the Magic Spoon held in her special hand. Food disappears and refills itself. Soft. Cuddly. Stuffed. Baby June looks like a million-dollar baby sitting in her high chair display box. You'll be sitting pretty, too, with the profits she'll make for you.  
Style #4330 Doll and Magic Spoon in Shrink Display Box \$5.00 Retail

**"EEGEE does it"**  
Phone, wire or write for samples and details.

**Those "Dam" Trolls.**  
Another great new, promotional item, exclusive from EEGEE.  
\*LICENSED BY DAM THINGS Establishment



X.D-54/12

MARCH, 1963  
TABLEWARE

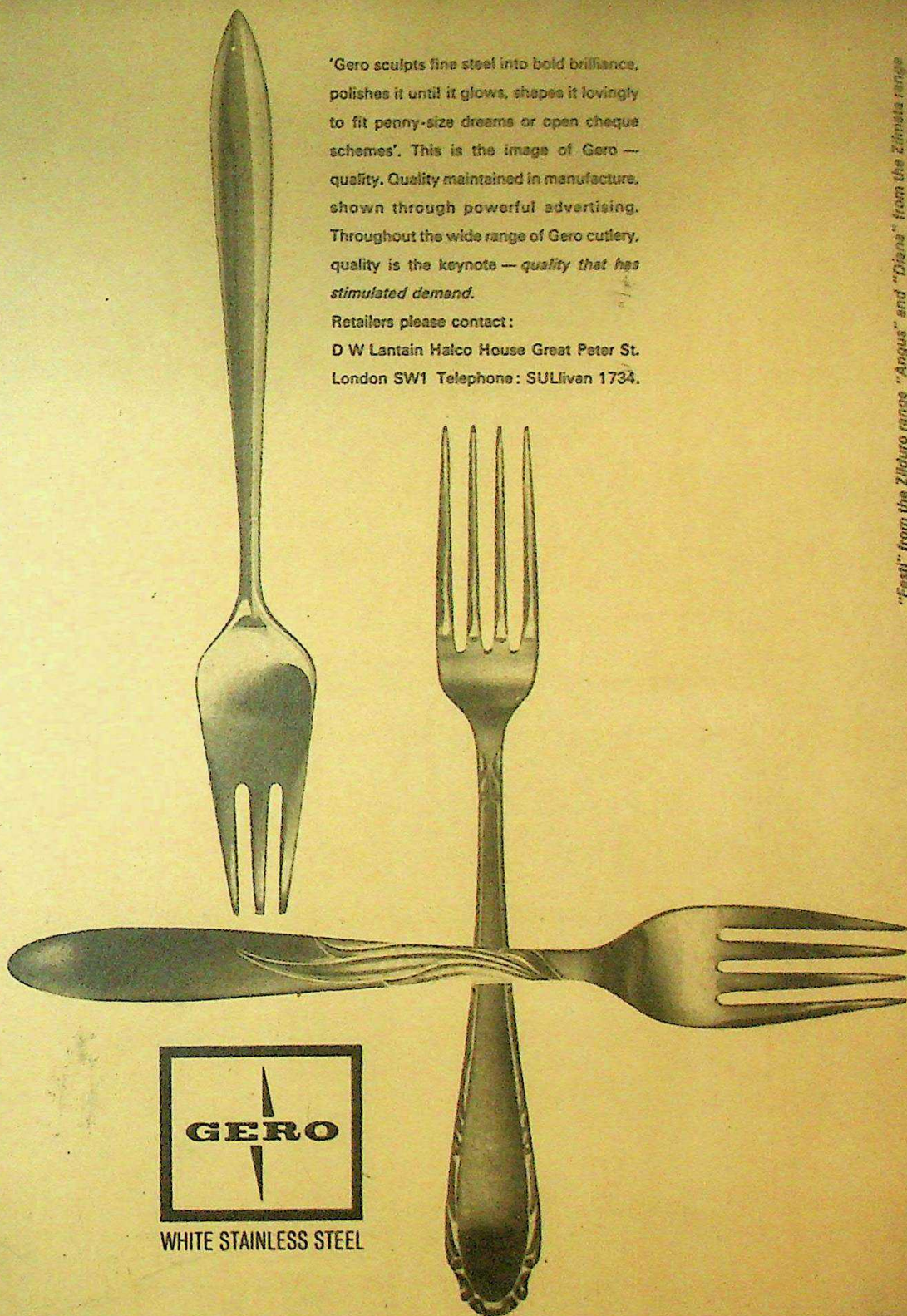
P. 249

P. 249

'Gero sculpts fine steel into bold brilliance, polishes it until it glows, shapes it lovingly to fit penny-size dreams or open cheque schemes'. This is the image of Gero — quality. Quality maintained in manufacture, shown through powerful advertising. Throughout the wide range of Gero cutlery, quality is the keynote — *quality that has stimulated demand.*

Retailers please contact:

D W Lantain Halco House Great Peter St.  
London SW1 Telephone: SULLivan 1734.

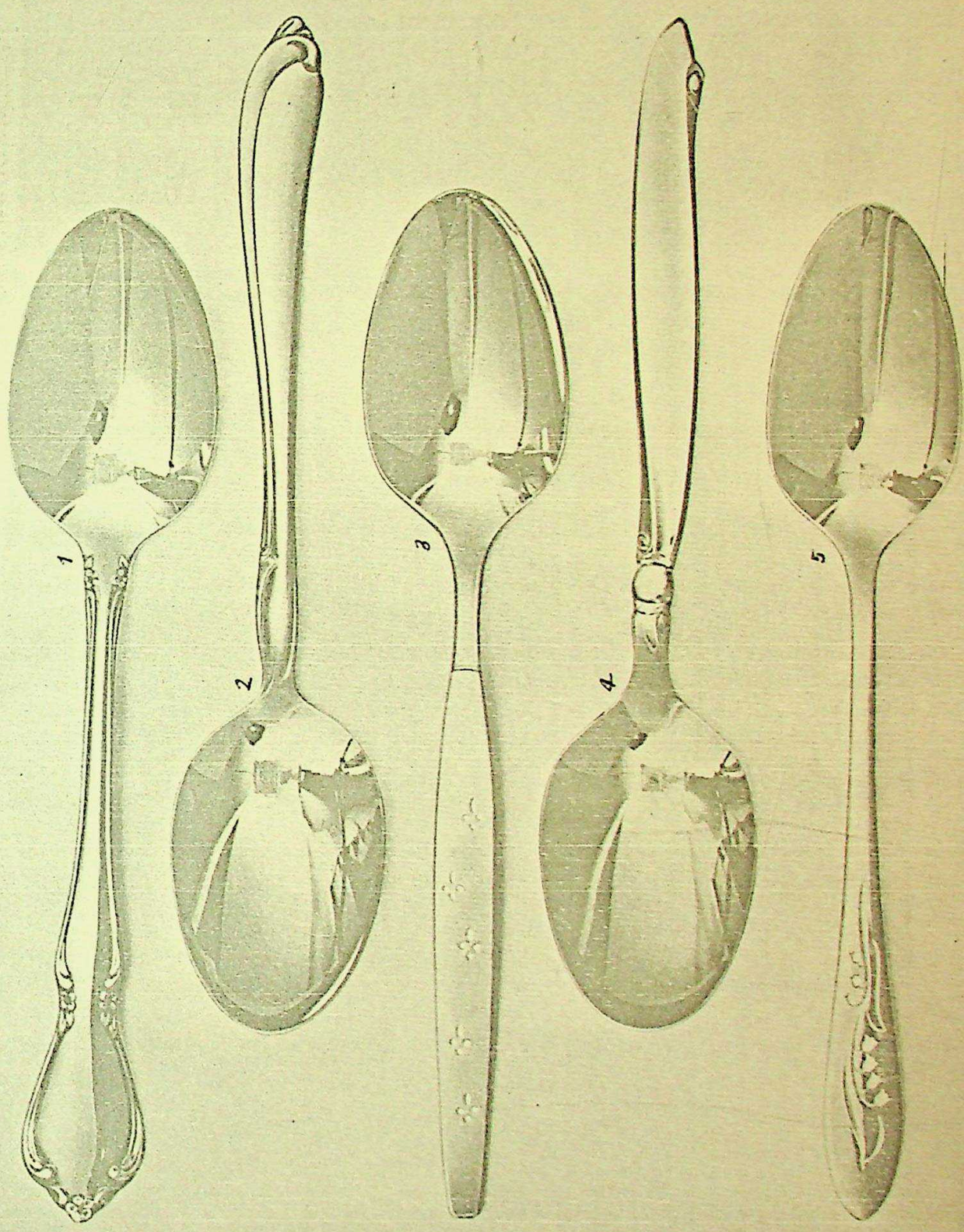


WHITE STAINLESS STEEL

"Fest" from the Zilduro range "Angus" and "Diana" from the Zilinda range

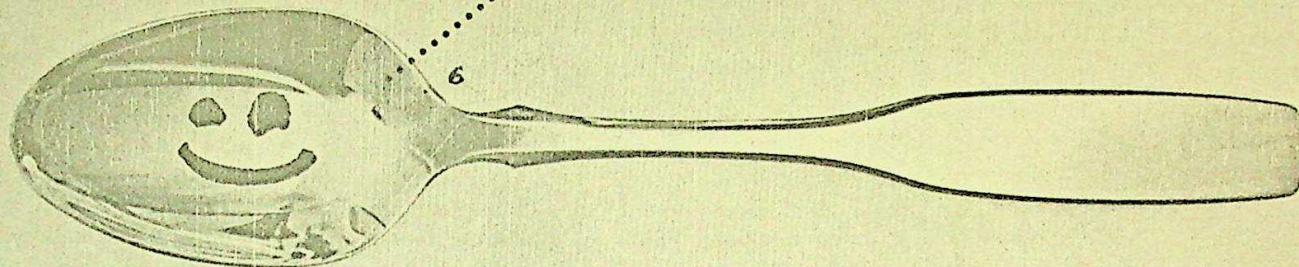


Page top  
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We'd like to send you one...



We'll send you the teaspoon of your choice because we honestly think words and pictures aren't enough to describe Solid Stainless by Oneida Silversmiths.

We could talk about the *graceful lines* of the patterns—but it would hardly compare with actually seeing the details of the design. We could describe the *perfect weight and balance*—but this wouldn't give you the experience of holding a teaspoon in your hand. Saying that the *finish is rich and lustrous* doesn't *show* you how tasteful this stainless looks on your table. That's why we'd like to send you a teaspoon to see, feel, use in your home.

Here's all you do. Select your favorite pattern. 1. Chateau. 2. Shasta in Oneidacraft\* DeLuxe Stainless, 6-piece place setting for \$5.40. 3. Celebrity in Community\* Stainless, 6-piece place

setting for \$8.90. 4. Shoreline. 5. White Lily. 6. Paul Revere in Oneidacraft\* Premier Stainless, 6-piece place setting for \$7.95. Fill in the coupon and enclose 25 cents in coin to cover packaging and mailing. You'll soon receive the teaspoon of your choice in the stainless that nature makes carefree, Oneida makes beautiful.

### Solid Stainless by Oneida Silversmiths

Castle Services, Dept. M2, Box 111, Verona, New York.

Thank you, I'd love one. Please send me a teaspoon in \_\_\_\_\_ pattern. I enclose 25 cents in coin to cover mailing.

My name \_\_\_\_\_

Address \_\_\_\_\_

\*TRADEMARKS OF ONEIDA LTD., ONEIDA, NEW YORK

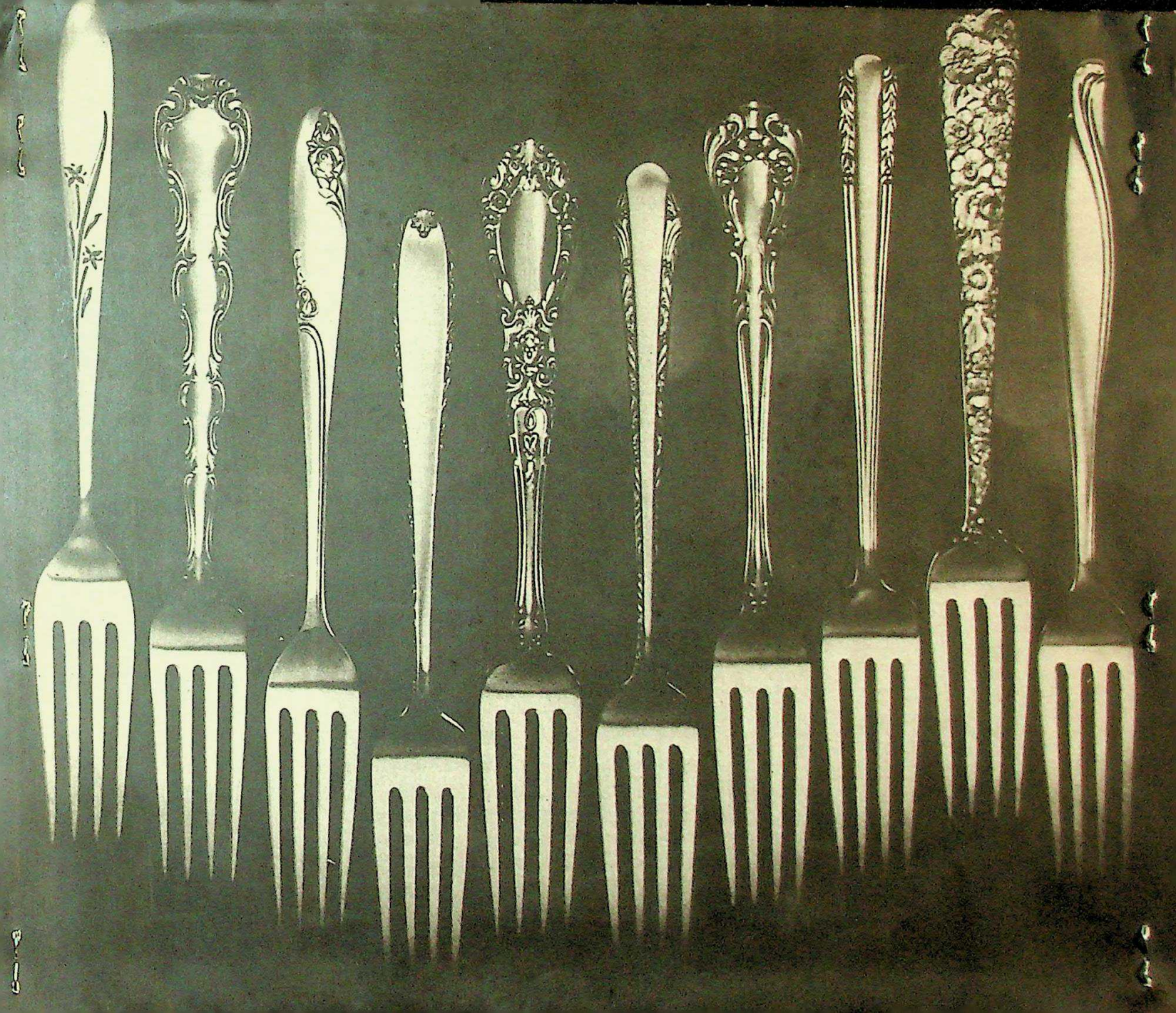
PLEASE PRINT  
OFFER GOOD ONLY IN THE CONTINENTAL UNITED STATES, INCL. ALASKA AND HAWAII, AND EXPIRES JAN. 31, 1962.

McCall's

November, 1961

P-25







FROM LEFT TO RIGHT: STAR BLOSSOM • FRENCH SCROLL • ROSECREST • SOUTHERN CHARM • PRINCE EUGENE • CHASED ROMANTIQUE • CHATEAU ROSE • CHAPEL BELLS • BRIDAL BOUQUET • SPRING BUD  
SIXTEEN PIECE BASIC SET FOR FOUR. PRINCE EUGENE WAS \$129.00, NOW \$90.30. ALL OTHER DESIGNS WERE \$106.00, NOW \$74.20. FEDERAL TAX INCLUDED.

XD-54/12

# Buy now...save 30%

Imagine being able to buy beautiful Alvin sterling silver—everything from a single teaspoon to a complete service—for almost one third less than the normal price! It's the most exciting opportunity you'll ever have to own the sterling you've always wanted—for less than you ever dreamed possible.

*Jan. 29 thru Feb. 18*—three weeks only—that's as long as this fabulous offer will last. Don't miss your chance to own rich, luxury weight Alvin sterling. Choose your favorite from among these ten handsome Alvin designs. Available through silverware stores everywhere.



## ALVIN STERLING

ALVIN STERLING INC. PROVIDENCE 7, R. I.

FEBRUARY, 1961

McCall's

193.

Special 75<sup>th</sup> Anniversary offer  
from one of America's fine silversmiths



XD-54/12

# GRAPEFRUIT SPOON

PACK IN—  
ONE MILLION  
OR MORE

7½¢

shown  
actual  
size

Prices on lesser quantities

SAVES Time    SAVES Vitamins  
SAVES Juice    SAVES Money

*Guaranteed*

Safe • Stainless Steel

Full-Size Spoon



*Washington Forge*

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SHOWROOM, OFFICES AND FACTORY:  
28 HARRISON AVE., ENGLISHTOWN, N. J.

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PREMIUM PRACTICE • September 1960

115



54-120



FRENCH PROVINCIAL

CANDLELIGHT

OLD MASTER

AWAKENING

DEBUSSY

ROSE SOLITAIRE

FONTANA

KING RICHARD

Towle Sterling...when luxury is taken for granted

XD-54/12

MADemoiselle  
May, 1960  
p. 173

Just looking at it will tell you why. Because each pattern is sculptured with so much care and devotion, Towle Sterling is destined to become one of your most prized possessions. This is solid silver, lovingly crafted at Newburyport, Massachusetts, by the proudest silversmiths in America. You too will use it with pride... all your life as your children surely will in years to follow. A four-piece place setting from \$24.50\*. Towle's original Sterling and enamel bowls from \$30.00\*.

\*PRICES INCLUDE FEDERAL TAX

DEBUSSY PATENT © TOWLE MFG., 1949

**TOWLE**  
SILVERSMITHS



XD-54/12

## DESIGN DIV.

### CONTINENTAL 4800

*a contemporary  
pattern of  
subtlety  
and grace,  
deftly beveled  
and shaped*



### CONGRESS 4000

*a semi-traditional  
pattern  
featuring a  
deep-sculptured,  
black-nickeled  
plume motif*

## FRASER'S NEWEST PATTERNS

5-PIECE PLACE SETTINGS, \$7.75 RET.  
16-PIECE STARTER SETS, \$22.50 RET.

## WMF

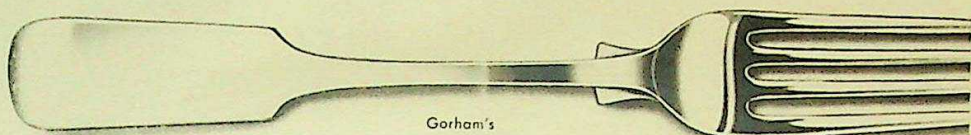
represents unique quality in stainless flatware. Only the finest 18/8 nickel-chrome Cromargan steel is used in Fraser's Flatware. Its renowned Henckels blades, permanently joined at high temperatures to hollow handles, keep a fine cutting edge without sharpening, obviate the need for extra steak knives. Outside tines on forks are beveled for light-duty cutting; spoon bowls are brightly polished in contrast to matte-finished handles. Impervious to machine-washing even with harsh detergents in the hottest water, WMF Stainless will retain indefinitely its lovely luster and color.

## FRASER'S AMERICA | EUROPE

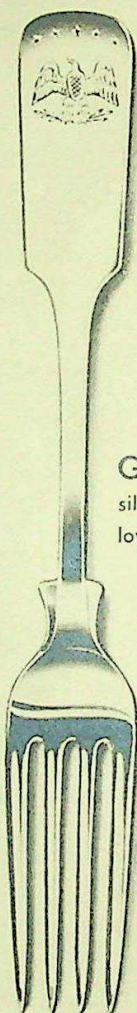
FRASER'S INC., 236 FIFTH AVENUE □ NEW YORK 1, N. Y.



XD-54/12



Gorham's  
Old English Tipt \$42.50



Gorham presents extra heavy solid  
silver to beautify the world's  
loveliest tables.

Gorham's  
Colonial Eagle \$47.50



Gorham's  
Perspective \$52.50

BLACK STARR & GORHAM

FIFTH AVENUE AT 48TH STREET, NEW YORK 36, N.Y.  
MANHASSET MILLBURN WHITE PLAINS

Old English Tipt and Colonial Eagle prices are for a  
six-piece luncheon size. Perspective, place size.  
Federal tax included

The New Yorker

4-23-60

①



D7-653  
D-54/12

## HOW TO CHOOSE YOUR PATTERN

Selecting your Sterling pattern is an exciting and important step in every girl's life. It's exciting . . . because it means you'll be shopping, perhaps for the first time, for your very own home. It's important because starting your Sterling collection is a wise and thoughtful investment for the future.

If you like the charm of simple maple furniture . . . perhaps plan to have an Early American Home . . . Old Colonial by Towle may be the perfect silver pattern for you. If you like the rich detail of Victorian splendor, you might choose Towle's Old Master.

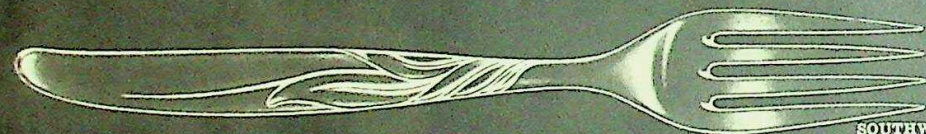
You may plan to have a modern home. Then Contour — Towle's masterpiece in simplicity — could be the pattern for you. On the other hand, it's entirely correct and sometimes most effective to contrast a tra-

ditional, decorated pattern with modern furnishings.

The most important thing is to choose your Sterling pattern first . . . and then the china and glass to make up a harmonious table. Remember, you can use your Sterling every day . . . for the rest of your life . . . so it should be a pattern you truly love . . . one that best expresses *your* personality.

You will find pictured on these two pages a complete range of beautiful patterns to please every taste. Whichever pattern appeals to you, whether it is highly decorated, perfectly simple, or somewhere between the two, you may be sure that your taste is right and *your* pattern will always be beautiful and shining and correct for your table.

*Study the patterns shown here — and choose the one that is perfect for you!*



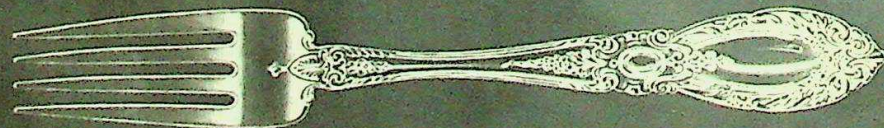
**SOUTHWIND**  
—silver leaves with breeze — a sweet freshness.



**OLD MASTER**  
—ever-popular, ever-perfect, in the romantic mood.



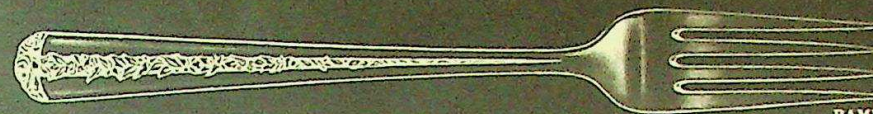
**ROSE SOLITAIRE**  
—a romantic long-stemmed beauty in a crisp modern setting.



**KING RICHARD**  
—a regal beauty with impressive traditional richness.



**CANDLELIGHT**  
—a smooth ribbon of silver on rose brocade.



**RAMBLER ROSE**  
—a bright trellis of true-to-life roses.



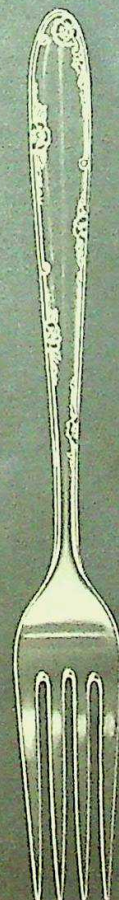
**OLD LACE**  
—a satin wedding dress in silver, edged with lace.



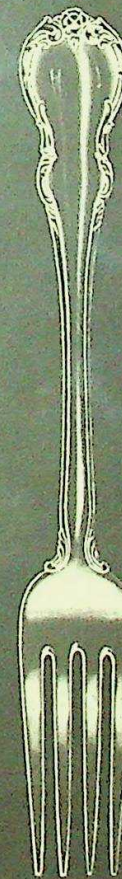
**ESPLANADE**  
—a sophisticated beauty both traditional and contemporary.



**SILVER FLUTES**  
—a twisted silver wire to catch rippling candlelight.



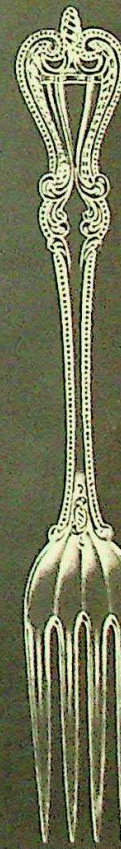
**MADEIRA**  
—silver blossoms adrift on a silver pool.



**FRENCH PROVINCIAL**  
—simple and charming, its shape traditional, its rose ever-blooming.



**CONTOUR**  
—a young Modern, fresh and free.



**OLD COLONIAL**  
—unusual grace in fluted bowls and lines.



**CRAFTSMAN**  
—a clean-cut Modern inspired by fine old handmade silver.



**SILVER SPRAY**  
—a spray of silvery flowers poised in a graceful sweep of silver.



**CHIPPENDALE**  
—lovely with 18th Century courtliness. Tapered lines in sedate rhythm.



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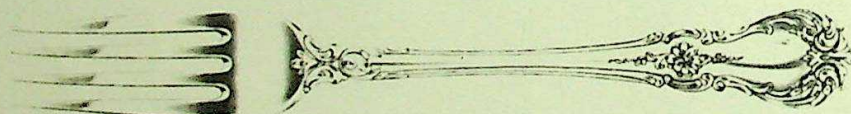
The most important thing is to choose your Sterling pattern first . . . and then the china and glass to make up a harmonious table. Remember, you can use your Sterling every day . . . for the rest of your life . . . so it should be a pattern you truly love . . . one that best expresses *your* personality.

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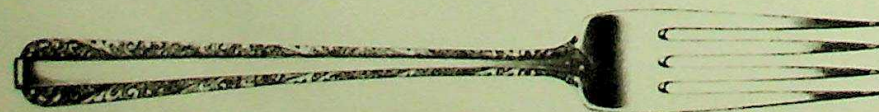
**OLD MASTER**  
—ever-popular, ever-perfect, in the romantic mood.



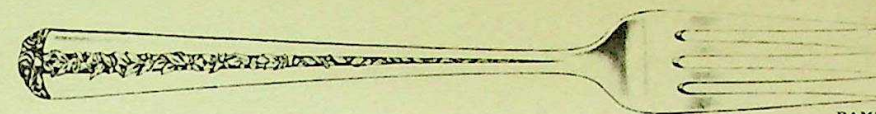
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—a regal beauty with impressive traditional richness.



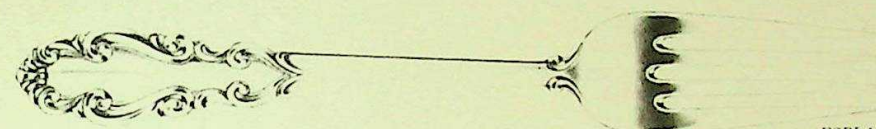
**CANDLELIGHT**  
—a smooth ribbon of silver on rose brocade.



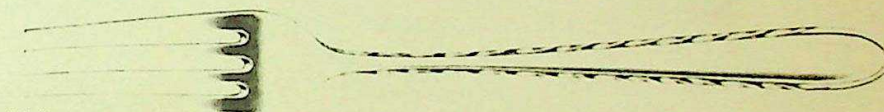
**RAMBLER ROSE**  
—a bright trellis of true-to-life roses.



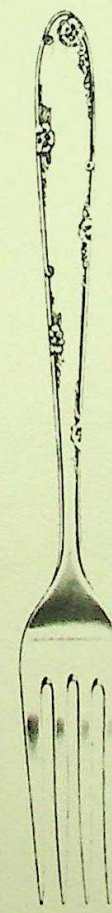
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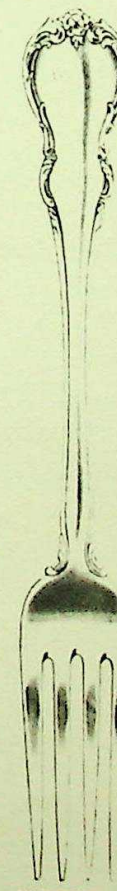
**ESPLANADE**  
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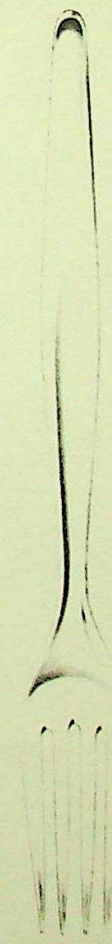
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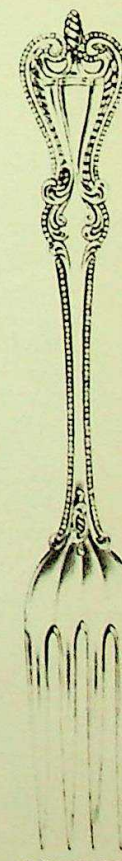
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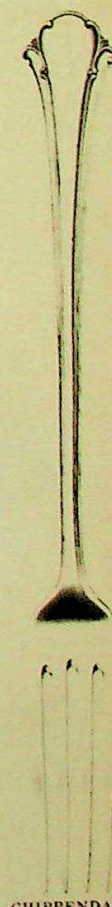
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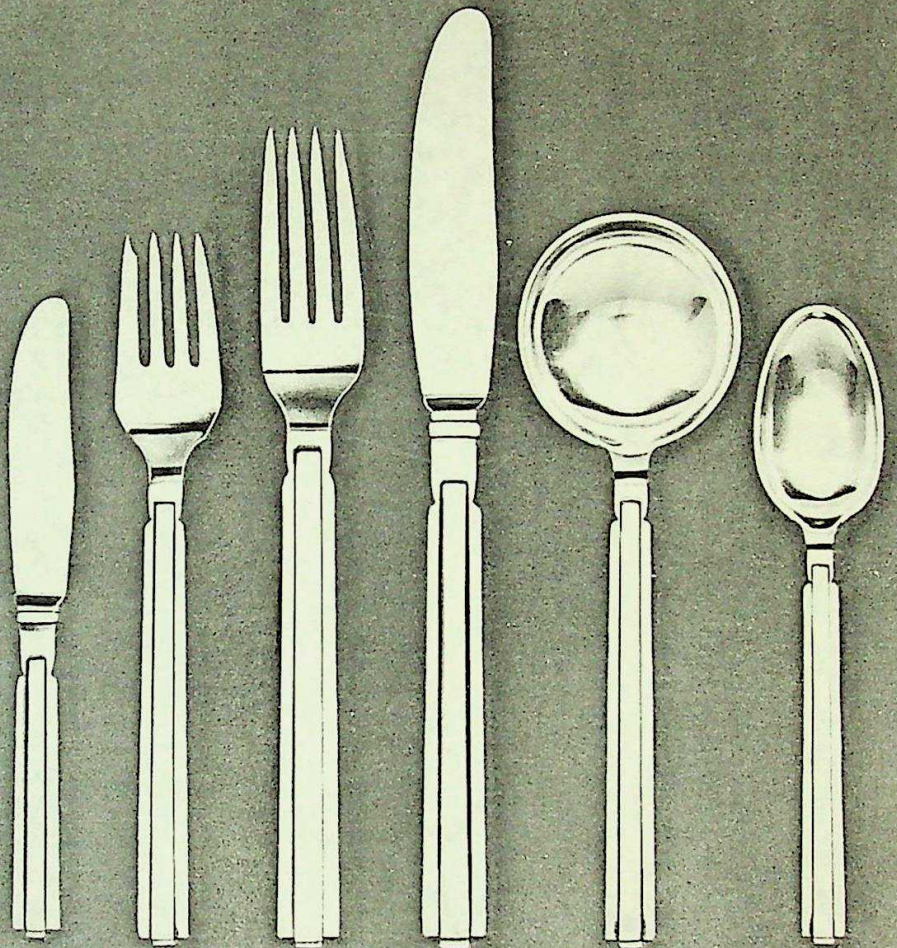
**CHIPPENDALE**  
—lovely with 18th Century courtliness. Tapering lines in sedate rhythm.



D7-653

VIKING

H. NIELS  
DANISH SILVER  
CATALOG  
June 1958

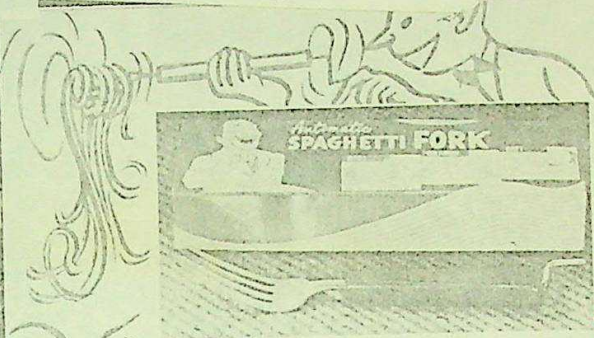




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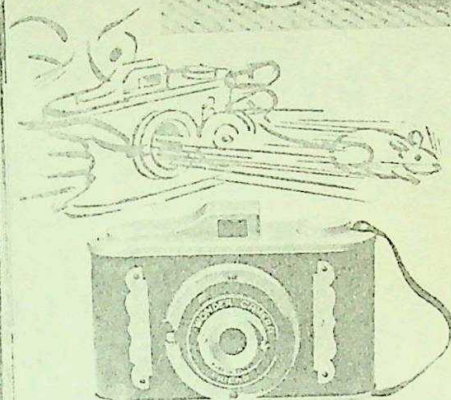
THE GAMEROOM  
FALL CAT. 1955-56

P. 18



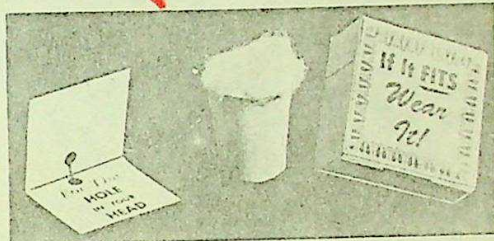
#### SPAGHETTI FORK

Some folks prefer a spoon, others inhale their spaghetti through a straw. But the easiest, and most amusing way to get at it, is to wind it up on this 7" crank-handled fork. It really works. No. B1210, \$1.00 (Giftboxed).



#### MOUSE CAMERA

When you use this camera they'll call you the "Crime Photographer" . . . because what happens is a crime. After the usual preliminary focus-pocus, you click the shutter and out springs a lovable lil' grey mouse—with a startling "Squeek!" That "Squeek" will cause a lot of "EEKS!" The Camera is 4 1/4" x 3" and from here it looks like a Lica. No. B1110, \$1.00.



#### HEAD CORK

For that hole in your head (or heads)—we can now offer these goofy corks, topped with real hair. Try one—and if it fits—wear it. No. B1171, \$1.00 (set of 4). Giftboxed.

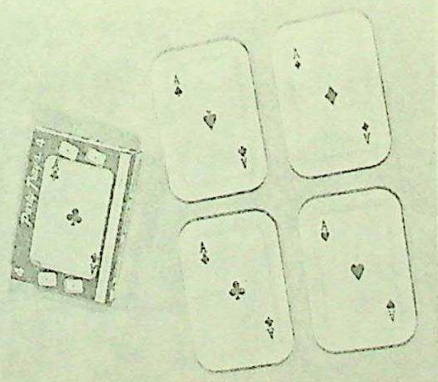


#### THINK SIGN

Whimsical copy of the famous IBM plaque, thoughtfully lettered by our Un-Thinking sign man (he thought it was a cute touch to hang it upside down). Pine wood, size 12" x 8". No. B1167, \$1.00.

#### ACE TRAYS

They say my great-uncle died of five aces. But you'll receive only compliments when you deal these trays filled with hors d'oeuvres and canapes. Set of four, size 6" x 4", in appropriate red and black card colors. No. B1255, \$1.00 set of 4 (Giftboxed).





U.S. - 3,534,152  
XD7/653  
~~152~~

CANADIAN

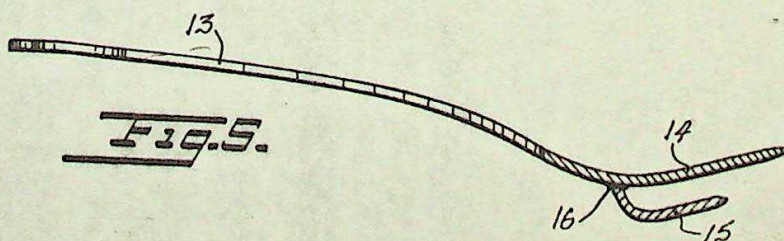
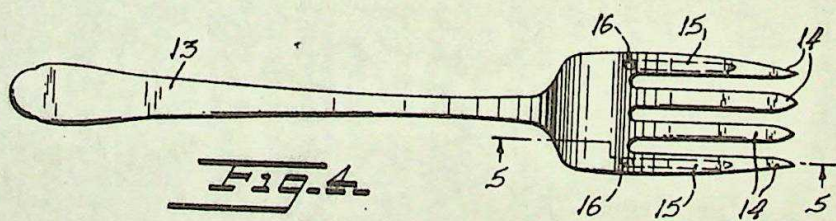
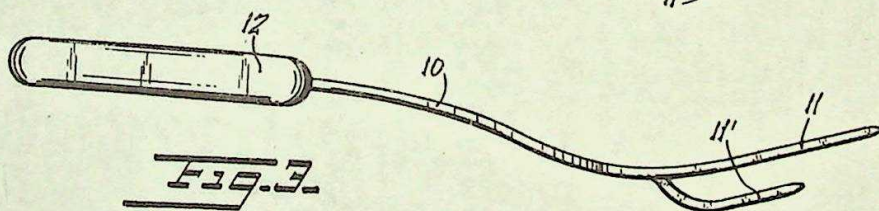
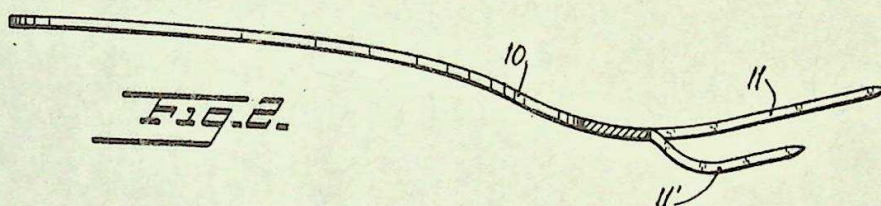
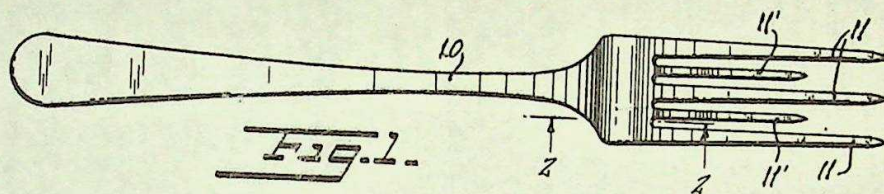
517,478

1955-10

Oct. 18. 1955

Bonvoka

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517,478

# CANADA

## THE PATENT OFFICE

PATENT No. 517,478

ISSUED OCT. 18, 1955

Table Forks

Otto Boruvka, New York, New York, U.S.A.

Application December 12, 1950, Serial No. 609,159

1 Claim

EXAMINER'S  
COPY

DIV. 11

1

This invention relates to new and useful improvements in table forks.

One object of the invention is the provision of a table fork having a plurality of laterally aligned tines in each of a plurality of tiers.

Another object of the invention is to form the plurality of tiers of tines so that the same cooperate to facilitate picking up food.

Still another object of the invention is to provide an auxiliary tier of tines adjustably securable on known forks.

For further comprehension of the invention, and of the objects and advantages thereof, reference will be had to the following description and accompanying drawings, and to the appended claims in which the various novel features of the invention are more particularly set forth.

In the accompanying drawings forming a material part of this disclosure:

Fig. 1 is a plan view of a fork constructed in accordance with one form of the invention.

Fig. 2 is a sectional view on line 2—2 of Fig. 1.

Fig. 3 is a side elevation of a modified fork constructed in accordance with the said one form of the invention.

Fig. 4 is a plan view of a fork constructed in accordance with a modified form of the invention.

Fig. 5 is a sectional view on line 5—5 of Fig. 4.

Fig. 6 is a plan view of a fork constructed in accordance with another form of the invention.

Fig. 7 is a side elevational view of Fig. 6.

Fig. 8 is a perspective view of an attachment adjustably securable on known forks.

Fig. 9 is a fragmentary plan view of a fork with said attachment secured thereto.

Fig. 10 is a sectional view on line 10—10 of Fig. 9.

Referring to Figs. 1 and 2, the simplest form of the invention consists in modifying an ordinary fork to include a plurality of tines in each of two tiers. With particular reference to said figures, a table fork 10 having a plurality of tines 11 has one or more of said tines bent downward at the point where they project from the stock of the fork, and then forward. As shown, the bent down tines, which are indicated at 11' are foreshortened and are curved to be substantially parallel with the unmodified tines.

The construction is such that the auxiliary tier of tines 11' greatly facilitates the picking up of certain foods such as spaghetti and the like; and, due to the fact that the modified tines 11' are substantially parallel to the unmodified tines, the fork may safely be inserted into the user's mouth. That is, the modified tines cannot injure the lips of the

user.

This form of the invention is adaptable to any sort of fork as is indicated in Fig. 3, wherein the modified fork includes a wood, plastic or bone handle 12.

In some instances it is inconvenient to provide an auxiliary tier of tines in the manner described above. To care for such instances, the modified forms of the invention illustrated in Figs. 4-7 are provided.

Referring to Figs. 4 and 5, there is shown a fork 13 having a plurality of tines 14 of the usual sort. Secured to the under side of the fork at about the base line of said tines are a pair of shorter auxiliary tines 15, one beneath each of the outermost tines 14. The means of securing said auxiliary tines to the fork preferably is welding or soldering and indicated at 16. The auxiliary tines 15 are curved upward toward the main tines 14 in suchwise that the points thereof are directed toward the latter tines.

This form of the invention, it will readily be seen, is possessed of the same desirous features pointed out above with reference to the basic form of the invention.

In the modification of the invention illustrated in Figs. 6 and 7, the fork 17 has a pair of laterally divergent outer tines 18 and a pair of laterally divergent inner tines 20. The outer tines 18 are curved downward and forward away from the bottom of the inner tines 20 so that the tip ends of the innermost tines 20 are spaced from the tip ends of the outermost tines 18 a distance further than the spacing of the root ends of the tines. The construction results in a fork particularly useful for carving large pieces of meat with the diverging tongs functioning to wedge the meat and the material of the body of the fork at the root ends of the tines functioning to limit insertion of the tines into the piece of meat.

The invention also provides an attachment adjustably securable on an ordinary fork to provide the latter with a tier of auxiliary tines. This device is illustrated in Figs. 8, 9 and 10 and comprises a yoke having arms 21 and a connecting bar 22. Projecting upward from the connecting bar 22 near either end thereof is a retainer member 23 which includes a wide head 24, a narrow base portion 25 and a central medium width portion 26 connected to the base portion 25 by inclines.

The side arms 20 of the yoke comprise auxiliary tines adapted to complement the main tines 27 of any ordinary fork 28 in the same manner as described hereinbefore; that is, said tines 21 are shorter than the tines 27 and their points curve

2



upward toward the latter.

The narrow base portions 25 of the retainer members 23 are of such width as to fit readily between the tines 27 of fork 28. The mid portions 26 of the retainers 23, however, are of such width as to have a tight fit between the tines of said fork, and the heads 24 of said retainers are of such width as to overlap the tines bounding a said space.

The construction is such that the said base portions 25 can be slid between the outermost tines 27 and those immediately interior thereof with the yoke located beneath the tines. When the side arms 21 of said yoke are desirably positioned relative to the lengths of the tines the heads 24 of the retainers 23 are pressed downward to engage the wide mid portions 26 of the retainers tightly between the tines 27. Thus the side arms or auxiliary tines 21 are adjustably secured to the fork 28.

It will be seen, therefore, that this attachment 20 can readily be attached to and removed from the fork to provide the same with an auxiliary tier of tines.

While I have illustrated and described the preferred embodiments of my invention, it is to be 25

understood that I do not limit myself to the precise constructions herein disclosed and the right is reserved to all changes and modifications coming within the scope of the invention as defined in the appended claims.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent is:—

- 10 A fork, comprising a pair of laterally divergent outer tines, and a pair of laterally divergent inner tines, said outer tines being bent forward and downward away from bottom faces of said inner tines, said outer tines being slightly longer than
- 15 said inner tines and having their point ends spaced from the point ends of said inner tines a distance greater than the spacing of the root ends of said tines.

W. I. HASKETT,  
53 Queen St.,  
Ottawa, Ont.,  
Patent Agent  
of the Applicant.



# Stepping Up Movement of Merchandise from Factory to Prospective Buyers

By FRANK H. WAGGONER

Editor

Premium Practice & Business Promotion

*The purpose of this article is to show the wide range of the application of incentives to the selling of merchandise to and through the jobber and the retailer, without invading the field of consumer premiums at all.*

ONE of the most important facts for a manufacturer to learn is that he is more than a manufacturer. He must be a seller as well. If he will but stop to analyze it, he will come to the realization that his success as a manufacturer is measured by his success as a seller. And the volume—the success—of his selling must match the product output of his factory lest he be buried beneath a paralyzing inventory.

The manufacturer and his plant stand at one end of the chain of distribution. The customer is at the other end. Between these two are the all-important links in the chain of distribution. Each one must be able to carry the burden imposed upon it. These links are: the manufacturer's own sales force, the jobbers' salesmen and the retailers and their clerks.

Upon the manufacturer's own sales force devolves the task of carrying the products to the jobbers and other initial buyers, according to the distribution plan. The volume of the business of the manufacturer, right at the outset, is measured by the results of his own men, for the products will never go beyond where these men of his carry them. Upon these men determines whether the plant operates on half-time, full-time or over-time. Whatever will spur these men on to send in more and larger orders will be reflected in the balance sheet.

## Second Link of Chain

The jobbers' salesmen may be said to constitute the second link in this chain of distribution. Radiating, as they do, from hundreds of distributing houses all over the nation, or within the distribution area, upon them rests the responsibility of placing their products on the retailers' shelves. Irrespective of whether these jobber salesmen carry competing

lines or not, they are charged with making sales of the hundreds—often thousands—of items their houses carry. The question of repeat orders is also largely the responsibility of these men. Whatever will make these men continually mindful of the line and conscious of a personal reason to win initial and repeat orders will

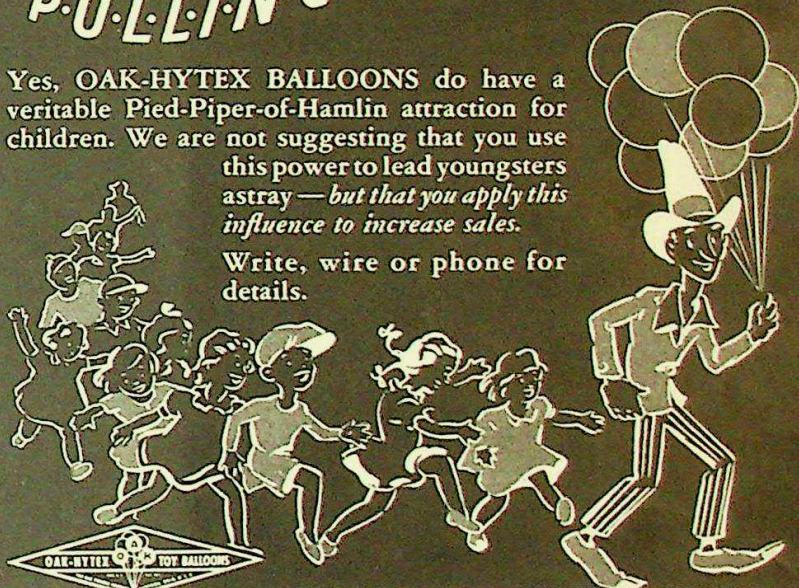
control the volume of the jobbers' business.

The retailers and their clerks form the last of the three links in the chain of distribution of the product from the factory to the consumer. Although the products are on the retailers' shelves, the manufacturer cannot yet be said to have really

## PULLING POWER

Yes, OAK-HYTEX BALLOONS do have a veritable Pied-Piper-of-Hamelin attraction for children. We are not suggesting that you use this power to lead youngsters astray—but that you apply this influence to increase sales.

Write, wire or phone for details.



**The OAK RUBBER CO.**  
RAVENNA, OHIO.



## IT'S BRAND NEW

### THE SAFETY COOKING SPOON

This is What Housewives Have Been Looking For. No more musing up the stove after stirring food on the fire.

It's made of high grade Stainless Steel with a mirror polished finish.

THERE'S NOTHING LIKE IT

A Great Premium Item.—A Fast Seller.

Sold in Sets: an 8 and 10 inch length put up in an attractive Gift Box. Retail Price \$1.25 per set.

Large Discount To Premium Users and Jobbers

Order Sample Set At Once and Get Wholesale Prices

FRODOCK-STEWART CO.

7 Harris Court

Worcester 8, Mass.



PREMIUM PRACTICE

AUGUST, 1947

p. 40?

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568,829

#568,829

GREAT BRITAIN

1 SHEET

FIG. 1

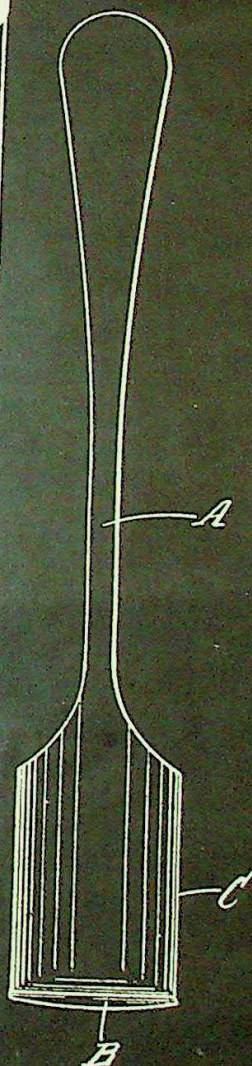


FIG. 2

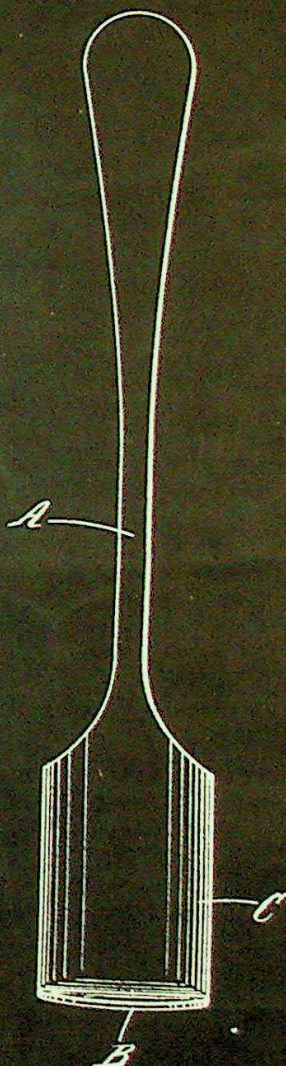


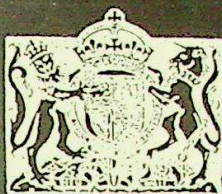
FIG. 3



[This Drawing is a reproduction of the Original on a reduced scale.]



# PATENT SPECIFICATION



Application Date: Oct. 12, 1943. No. 16732/43.

568.829

Complete Specification Left: Aug 15, 1944.

Complete Specification Accepted: April 23, 1945.

## PROVISIONAL SPECIFICATION

### Improvements in Spoons

We, B. & J. SIPPEL LIMITED, a British Company, and BENNO SIPPEL, Stateless, formerly of German Nationality, both of Sipelia Works, No. 1, Cadman Street, Sheffield, 4, do hereby declare the nature of this invention to be as follows:—

The subject of the present invention is a spoon for use in dispensing jams and jellies which is adapted also for scraping the inside of the jam or jelly jar so as to permit of removing the contents adhering to the walls of the jam or jelly jar or pot.

In accordance with the invention the spoon which may conform in other respects to the usual jam spoon is formed with a rearwardly projecting flange at the distal

end of the bowl which flange is formed with an arcuate surface corresponding to the curvature of the inside of the jar. Accordingly the jam or jelly adhering to the wall of the jar may be removed by drawing the spoon upwards in the jar with the flange against the inner wall of the jar.

The device might be used as a scraper for scraping cooking and other utensils.

Dated the 12th day of October, 1943.

CRUIKSHANK & FAIRWEATHER,

29, Southampton Buildings,

Chancery Lane, London, and

29, St. Vincent Place, Glasgow,

Agents for the Applicants.

## COMPLETE SPECIFICATION

### Improvements in Spoons

We, B. & J. SIPPEL LIMITED, a British Company, and BENNO SIPPEL, Stateless, formerly of German Nationality, both of Sipelia Works, No. 1, Cadman Street, Sheffield, 4, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

The subject of the present invention is a spoon for use in dispensing jams, jellies and other like commodities of a similar consistency, which is adapted also for scraping the inside of the containers so as to permit of removing the contents adhering to the walls thereof.

In accordance with the invention the spoon which may conform in other respects to the usual spoons used for this purpose is formed with a rearwardly projecting flange at the distal end of the bowl which flange is formed with an arcuate edge corresponding more or less to the curvature of the inside of a container. Accordingly the commodity adhering to the wall of the container may be removed by drawing the spoon upwards in the jar or container with the flange against the inner wall of the same.

The invention is illustrated in the accompanying drawing in which Fig. 1 is

a front view. Fig. 2 is a rear view and Fig. 3 a side view of the improved spoon.

As shown the spoon A is formed with a rearwardly projecting flange B at the distal end of the bowl C which flange is formed with an arcuate edge corresponding to the curvature of the inside of a jar or container.

Accordingly any commodity of a sufficient consistency can be removed from the wall of the container by drawing the spoon upwards in the container with the flange B against the inner wall of the same.

In addition the device can be used as a scraper for scraping cooking and other utensils of such a construction as would allow the same to be used effectively.

Having now particularly described and ascertained the nature of our said invention and in what manner the same is to be performed, we declare that what we claim is:—

A spoon for use in dispensing jams, jellies and other like commodities of similar consistency, formed with a rearwardly projecting flange at the distal end of the bowl, the flange being formed with an arcuate edge as and for the purpose set forth.



**CRUIKSHANK & FAIRWEATHER,**  
 29, Southampton Buildings,  
 Chancery Lane, London, and  
 29, St. Vincent Place, Glasgow,  
 Agents for the Applicants.

Dated this 15th day of August, 1944.

Leamington Spa: Printed for His Majesty's Stationery Office, by the Courier Press.—1945.

<input type="checkbox"/> ALL PAGES <input type="checkbox"/> SPECIFICATIONS <input checked="" type="checkbox"/> DRAWINGS		<input type="checkbox"/> APPLICATION SERIAL NO. <input checked="" type="checkbox"/> PATENT NO. <b>568,829</b>	
OTHER COPIES <b>11</b>		COUNTRY (If foreign) <b>Great Britain</b>	
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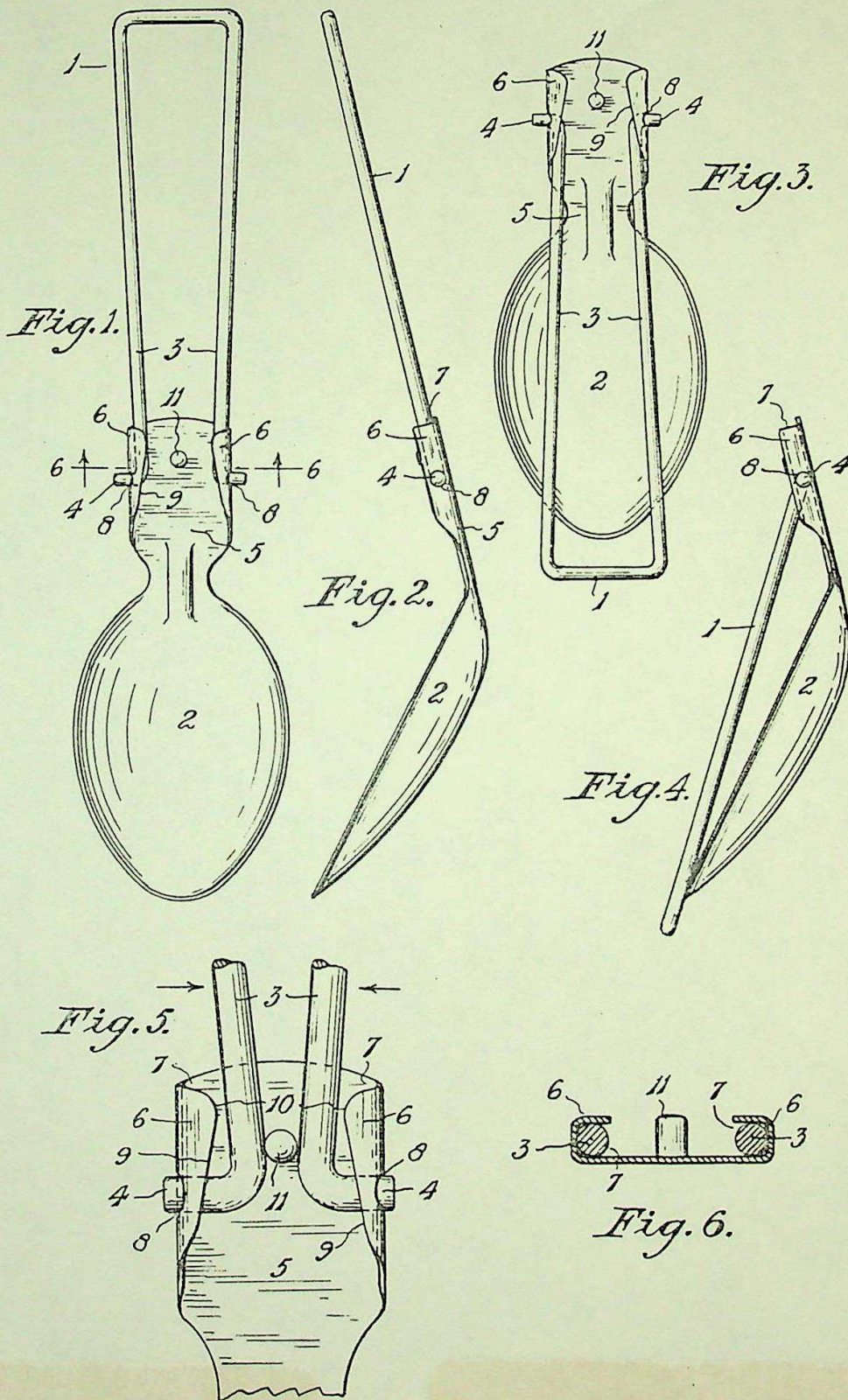
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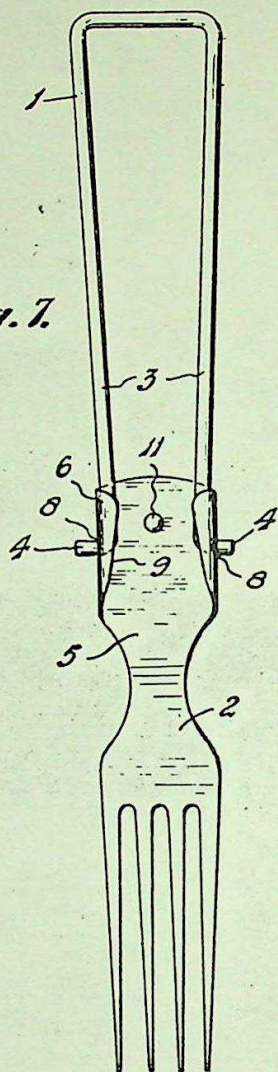
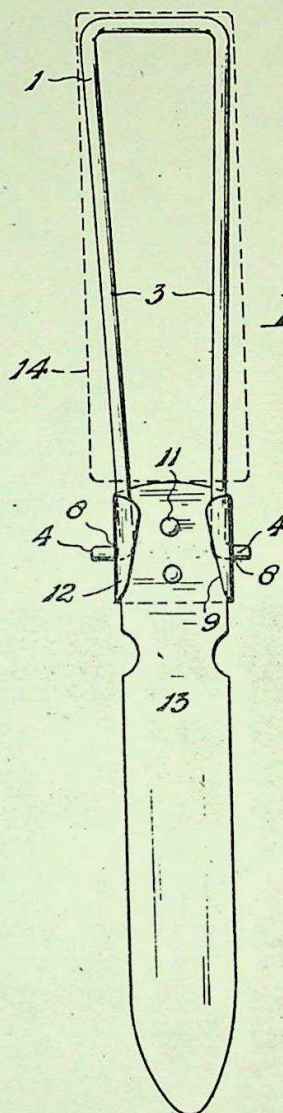
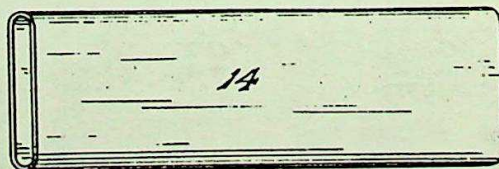
# 117,564

Australian



from 30/340  
XD7/151 and 152



*Fig. 7.**Fig. 8.**Fig. 9.*



EXAMINER'S

53

117,564



Application Date : 30th Sept., 1942. No. 6858/42.

Applicant (Assignee of Actual Inventor)	STANLEY ROGERS & COMPANY PROPRIETARY LIMITED.
Actual Inventor	STANLEY ROGERS, of Victoria.
Application and Provisional Specification	Accepted, 28th October, 1942.
Complete Specification after Provisional Specification	Lodged, 26th June, 1943.
Complete Specification	Accepted, 28th September, 1943.
Acceptance Advertised (Sec. 50)	14th October, 1943.

**Classes 76.1 ; 76.5 ; 24.7.**

*Drawing attached.*

# COMPLETE SPECIFICATION.

## "An improved folding knife, fork or spoon."

We, STANLEY ROGERS & COMPANY PROPRIETARY LIMITED, a company incorporated under the laws of the State of Victoria, formerly of 28 Broadway, Elwood, Victoria, but now of 118 Queen Street, Melbourne, in the State of Victoria, Commonwealth of Australia, Merchants, hereby declare this invention, and the manner in which it is to be performed, to be fully described and ascertained in and by the following statement:—

This invention relates to an improved folding knife, fork or spoon designed mainly for army or like service use, but suitable also for picnic, camp or other uses.

The invention provides a knife, fork or spoon which can be easily and quickly folded to occupy small space for convenience in carrying or packing, and also has spring means associated with it whereby it is automatically secured or held in both the folded and extended position.

According to the invention, the article comprises a knife, fork or spoon part and a handle part, the latter being made from

spring wire or the like bent to substantially U-shape with its ends turned to form pintle-like members. The knife, fork or spoon part is attached to or formed integrally with a holder member provided with flanges in which are holes to pivotally receive the pintle-like members of the handle part.

The flanges of the holder member are shaped to form channels into which the arms of the handle spring to locking or securing position and the edges of said flanges are sloped or curved to facilitate the springing of the arms of the handle part into said channels and their release therefrom.

The invention is more fully described aided by reference to the accompanying drawings wherein:—

Fig. 1 is a front view of a folding spoon according to the invention, the spoon being shown in extended position for use.

Fig. 2 is a side view of Fig. 1.

Fig. 3 is a front view showing the spoon in folded position.

Fig. 4 is a side view of Fig. 3.



Fig. 5 is a detail view of the pivotal connection between the handle part and the spoon part and the locking or securing means.

Fig. 6 is a cross-section on the line 6—6 of Fig. 1.

Fig. 7 is front view of a folding fork according to the invention.

Fig. 8 is a similar view of a folding knife according to the invention.

Fig. 9 is a detail view of a cover member for the handle.

As shown in Figs. 1 to 6 which illustrate the invention applied to a spoon, the article comprises a handle part 1 and a spoon part 2 pivotally connected together. The handle part is made from spring wire or the like bent to substantially U-shape and the ends of its arms 3 are turned outwardly to form pintle-like members 4 which pivotally engage the spoon part.

The spoon part has an integral extension 5 forming a holder member which has side flanges 6 turned upwardly and inwardly to form channels 7 in which the spring arms 3 of the handle part fit, see Fig. 6. Holes 8 are formed in said flanges to receive the pintle-like ends 4 of the handle and form the pivotal connection between the two parts.

When the spoon is extended, the spring arms 3 of the handle part fit closely into the channels 7 of the holder member and are locked or held therein by the springiness of said arms so that the parts are thus rigidly secured in extended position as shown in Figs. 1 and 2 during the normal use of the article.

To fold the spoon, the spring arms 3 of the handle part are first pressed inwardly as shown in Fig. 5, thus disengaging them from the channels 7. The handle part 1 can then be pivotally folded to lie flatwise against the spoon part 2 as shown in Figs. 3 and 4, the spring arms of said handle part in this position again partly engaging the channels of the holder member so that the spoon is held in folded position.

The edges of the flanges 6 forming the locking channels 7 of the holder member may be sloped or inclined towards the spoon end as indicated by 9 so that the spring arms of the handle part will slide along them when the handle part is being moved to folded position. This construction, in addition to providing a wedge-like surface against which the spring arms of the handle part act to

hold said handle part closed, also avoids necessity for pressing said spring arms inwardly when releasing the handle part from the folded position. Thus, in extending the handle from the folded position, the spring arms slide along the inclined edges 9 until the arms are fully extended, when said arms automatically spring past the curved ends 10 of the flanges into the channels 7 of the holder member.

To prevent the pintle-like ends 4 of the spring arms from being disengaged from the pivot holes 8 when said arms are pressed inwardly to disengage them from the channels 7 when folding the article, the holder member preferably has a small upstanding pin 11 positioned between the spring arms. Alternatively, an upturned lug or projection pressed out from the metal may be provided centrally on the holder member for the same purpose.

In the case of a spoon and fork, the latter being illustrated in Fig. 7, the holder member may be formed integrally as an extension on the spoon or fork part 2, while with a knife as shown in Fig. 8, the holder member may be formed as a separate part 12 and have the knife blade 13 rivetted or otherwise secured to it.

With the spoon, the spring wire handle part 1 may be made quite straight as the set of the spoon part will cause the two parts to lie closely together when folded. With the knife and fork, however, the handle part may be curved or its outer end bent at a slight angle so that the parts come closer together when folded and the pointed end of the fork and the edge of the knife blade are adequately protected.

The knife can also be provided with a detachable casing 14 of hollow tubular formation formed of any suitable material which can be slidably fitted over the spring wire handle part 1 when the knife is to be used to form a substantial hand grip. Said casing can also be slidably fitted over the wire handle 1 and the blade 13 when the knife is folded to adequately protect the edge of the blade.

The improved articles as described will be found to be very convenient as they can be easily folded into small space for packing or carrying. They are thus particularly suited for army or like service use or for picnic and camp use.

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Having now fully described and ascertained our said invention, and the manner in which it is to be performed, we declare that what we claim is:—

1. A folding knife, fork or spoon comprising a knife, fork or spoon part, a holder member attached to or formed integrally with said knife, fork or spoon part, flanges on the holder member shaped to form channels, and a handle part made from spring wire or the like bent to substantially U-shape with its ends turned to form pintle-like members which pivotally engage holes in the flanges of the holder member, the spring arms of the handle part springing into said channels to produce a locking action to hold the article in extended position for use and being capable of being pressed inwardly to be disengaged from said channels in folding the article.
2. A folding knife, fork or spoon as claimed in Claim 1 wherein the edges of the flanges of the holder member forming the channels are inclined or sloped.
3. A folding knife, fork or spoon as claimed in Claim 1 including a pin or equivalent projection on the holder member to prevent the pintle-like ends of the handle part from being withdrawn from the holes

in the flanges of the holder member when the spring arms of the handle part are pressed inwardly to disengage them from the channels in folding the article.

4. A folding knife, fork or spoon comprising a knife, fork or spoon part, a holder member connected thereto and formed with channels, and a handle part pivoted to said holder member and having spring arms to engage in said channels and lock the article in extended position for use.

5. A folding knife, fork or spoon as claimed in any of the preceding claims including a detachable casing of hollow or tubular formation to slidably fit over the handle part for the purpose described.

6. A folding knife, fork or spoon constructed and folding substantially as herein described with reference to the accompanying drawings.

7. In a folding knife, fork or spoon, the parts particularly as described with reference to Fig. 5 of the accompanying drawings.

Dated this 2nd day of October, 1943.

A. WALLACE SMITH,

Patent Attorney for Applicant.

Witness—Ilma Lynch.



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42



*Lorraine*  
(STERLING)  
H. R. Morss & Co.

*Debutante*  
(STERLING)  
Richard Dimes Co.

*Fiddlethead*  
(STERLING)  
Frank W. Smith Inc.

*Sylvan*  
(STERLING)  
Saart Bros. Co.

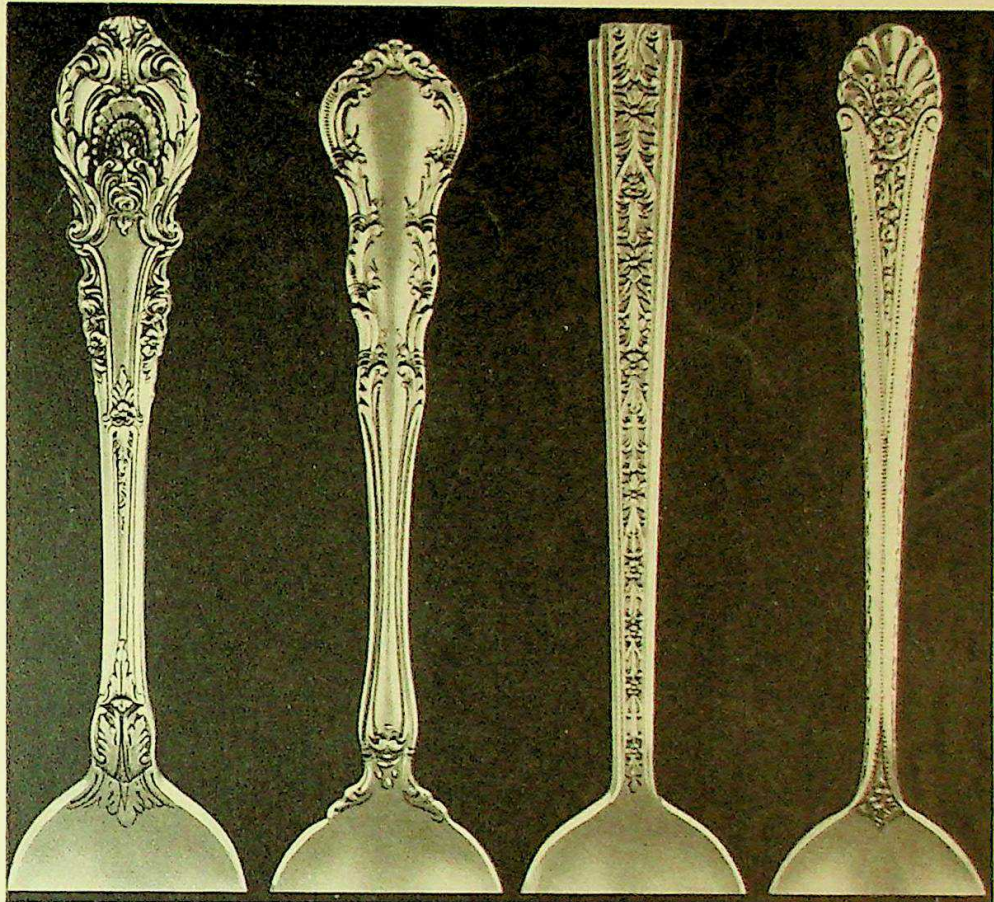
basis apparently is very considerable; and stores which can develop the business of this department and ultimately find it profitable to do so, may come in contact in this way with a substantial element in the community which when once accustomed to buy "out of income" from their jeweler as from dealers in many other lines, may be led to make worth-while purchases on instalments in other departments of the store.

Immediately ahead of us is Thanksgiving, one of the most popular holidays of all the year and a day especially of home entertaining. Chest and case assortments of both plate and sterling silver may well be played

up prominently therefore from now on throughout the holiday season. In addition even November is a month of many weddings; and a chest of silver as a Christmas gift — a group gift to mother, it may be — could hardly be surpassed.

For window displays and interior displays manufacturers are constantly making available showcards, plaques or complete displays for patterns the jeweler has in stock and for new patterns brought out from time to time. Some of these dealer helps today are not only admirably carried out, but are planned with thoughtful consideration of the dealer's point of view.





*Sir Christopher* (STERLING)  
R. Wallace & Sons  
Mfg. Co.

*Irving* (STERLING)  
R. Wallace & Sons  
Mfg. Co.

*Chased Classic*  
(STERLING)  
Lunt Silversmiths

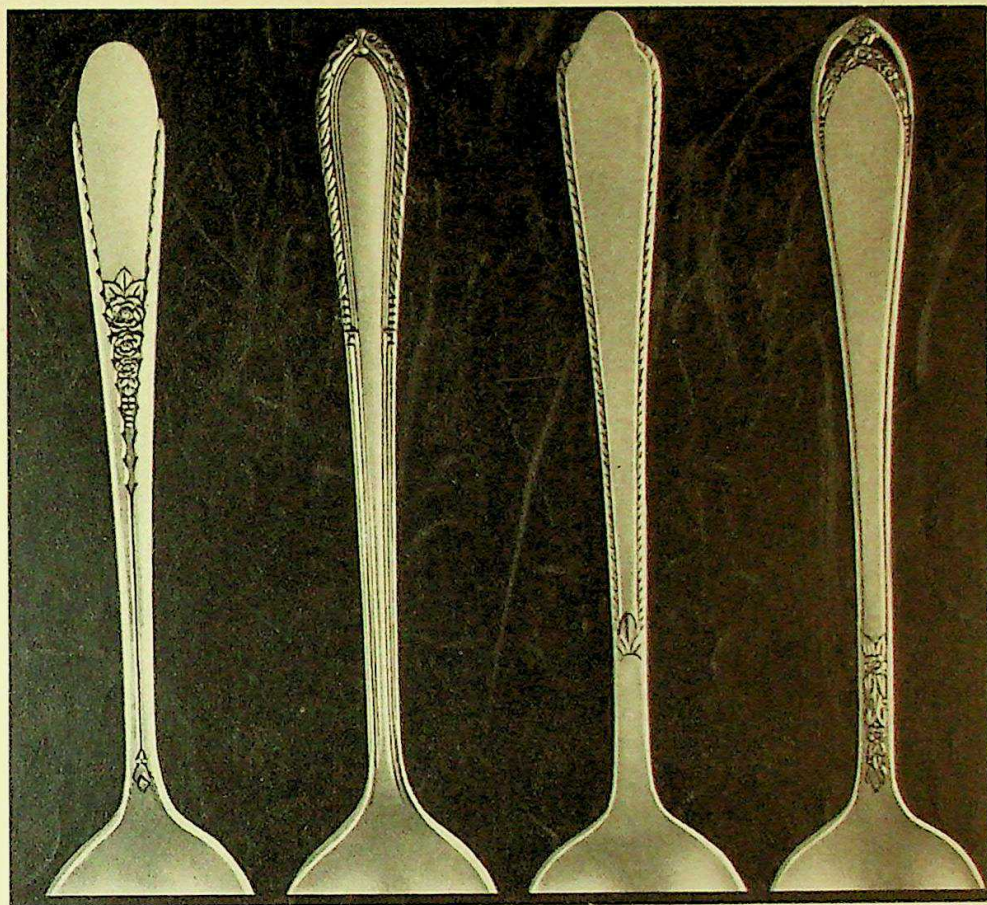
*Royal Windsor*  
(STERLING)  
Towle Mfg. Co.

one, as we are sometimes inclined perhaps to suppose. Francis Hill Bigelow in his "Historic Silver of the Colonies and Its Makers" points out that: "In England, in the eighteenth and nineteenth centuries, the remodeling of older plate, domestic as well as ecclesiastical was incredibly large. As each new fashion was introduced in domestic plate the cost was largely met by melting and transforming older vessels. It would be impossible to picture the havoc wrought by this unhappy custom to medieval, Tudor, Elizabethan and Stuart plate in the eighteenth century. In a lesser degree the same unfortunate custom prevailed in the

Colonies, especially as to church vessels. A long list could be compiled of old silver which has been destroyed to make way for new vessels of a more 'convenient' form or of a newer fashion."

Conditions in those days were different, it is true. The problem did not involve large manufacturing plants, employees and pay rolls or an immense amount of costly machinery which when it stands idle is "eating its head off". Instead it concerned the individual craftsman or the small shop where the master, journeyman and an apprentice or two worked patiently and altogether unhurried for the patrons whose fancies meant





*Gardenia* (PLATE)  
Wm. Rogers & Son  
(Int'l Silver Co.)

*Ladyslip*  
(STRATFORD PLATE)  
Holmes & Edwards Inlaid

*Guest of Honor* (PLATE)  
Holmes & Edwards Inlaid  
(Int'l Silver Co.)

*Lovelace* (PLATE)  
1847 Rogers Bros.  
Int'l Silver Co.)

to look upon and to feel, possessing a soft sheen all its own, still prized the world over among all peoples — and still handed down among family heirlooms from one generation to the next.

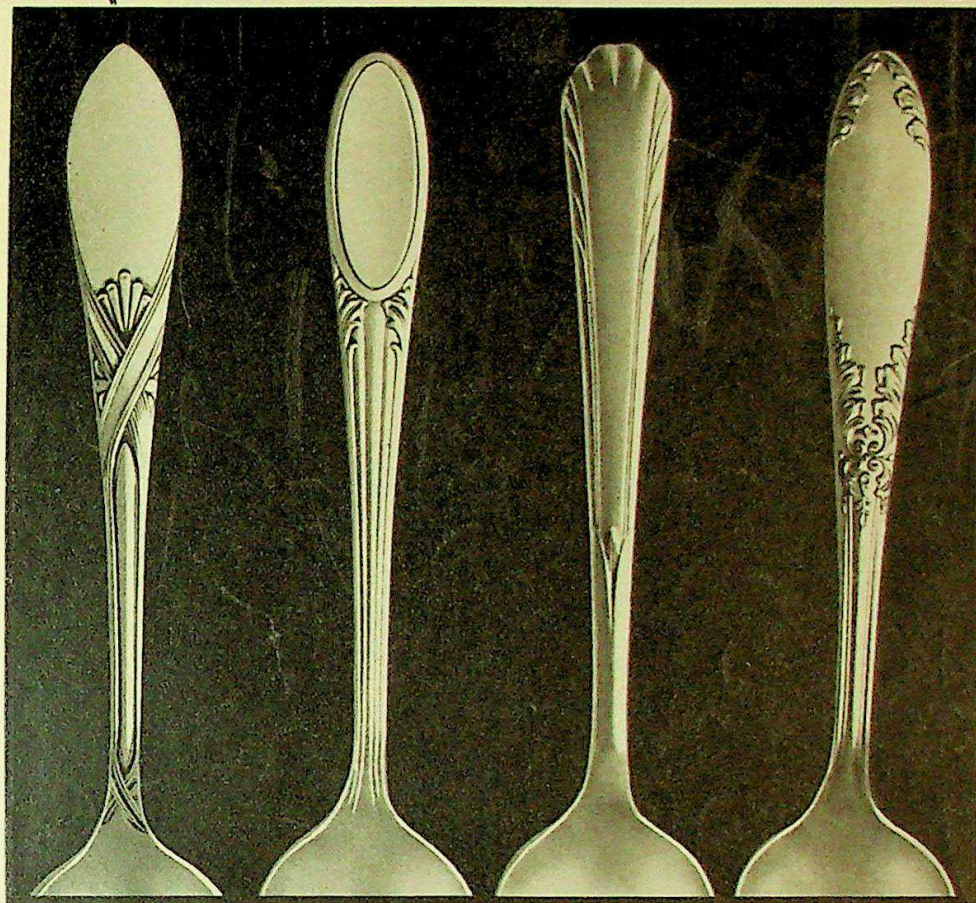
As in the past so also today the Pattern Parade goes on; and in this annual presentation of American patterns — the 15th in a noteworthy series unmatched anywhere else in the journalism of the trade — 26 patterns in sterling are shown and 14 in plate. Most of them have been introduced within the past twelve months. They afford a range of motifs, designs and treatments satisfying, it would seem, to all sorts of temperaments

and to every fancy, and appropriate amid either the surroundings of youth or in a period setting of the most luxurious character and conservative in the extreme. Altogether they set a new record in number for NATIONAL JEWELER'S "Flatware Parade".

But why introduce so many new patterns? the jeweler is inclined sometimes to protest; and none probably will be found unwilling to concede that a continual flow of new patterns brought out at intervals which tend to grow shorter and advertised largely direct to the public, is not without serious merchandising disadvantages.

The problem however is not wholly a new





*Lady Amelia*  
(PLATE)

Associated Silver Co.

*Barclay*  
(PLATE)

National Silver Co.

*Devotion*  
(PLATE)

National Silver Co.

*King Edward*  
(PLATE)

National Silver Co.

design now bids fair to be equaled by *Primrose*, also in sterling, while *Lovelace* and *Coronation* in plate, both pierced patterns of rare distinction, are proving among the most popular of the season.

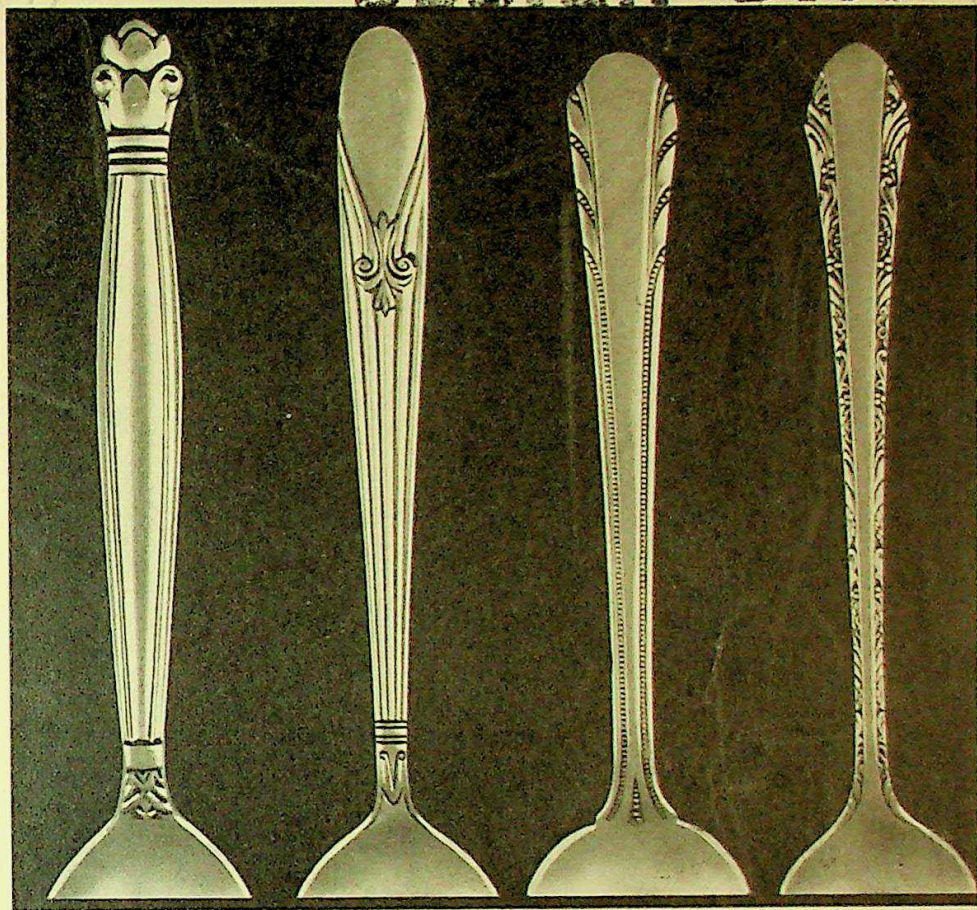
It is noteworthy that several plain patterns with which all are familiar like *Sonata*, *Modern Classic*, *Robert Bruce*, and *Romantic*, patterns which in that form have won many admirers by their restraint of ornament and sheer beauty of form, find themselves splendidly to decoration respectively in *Jubilee*, *Chased Classic*, *Southampton* and *Chased Romantic*.

For the first time in American flatware

designing, I fancy, an old and distinctly Danish motif is introduced in *Copenhagen*, in sterling, an expressed tribute thus being paid to the prestige achieved by Danish artist-craftsmen in the international silverware field.

Among so many fine patterns from which to choose, it is not to be wondered at if dealers and their customers alike find selection to be no easy matter. Controlled distribution, the quality of the service afforded as well as the quality of the silverware itself, how resourcefully the manufacturer of a well designed pattern enters into the problems of the retailer and aids him in selling





*Copenbagen (STERLING)*  
 Manchester Silver  
 Company

*Colonnade (STERLING)*  
 Manchester Silver  
 Company

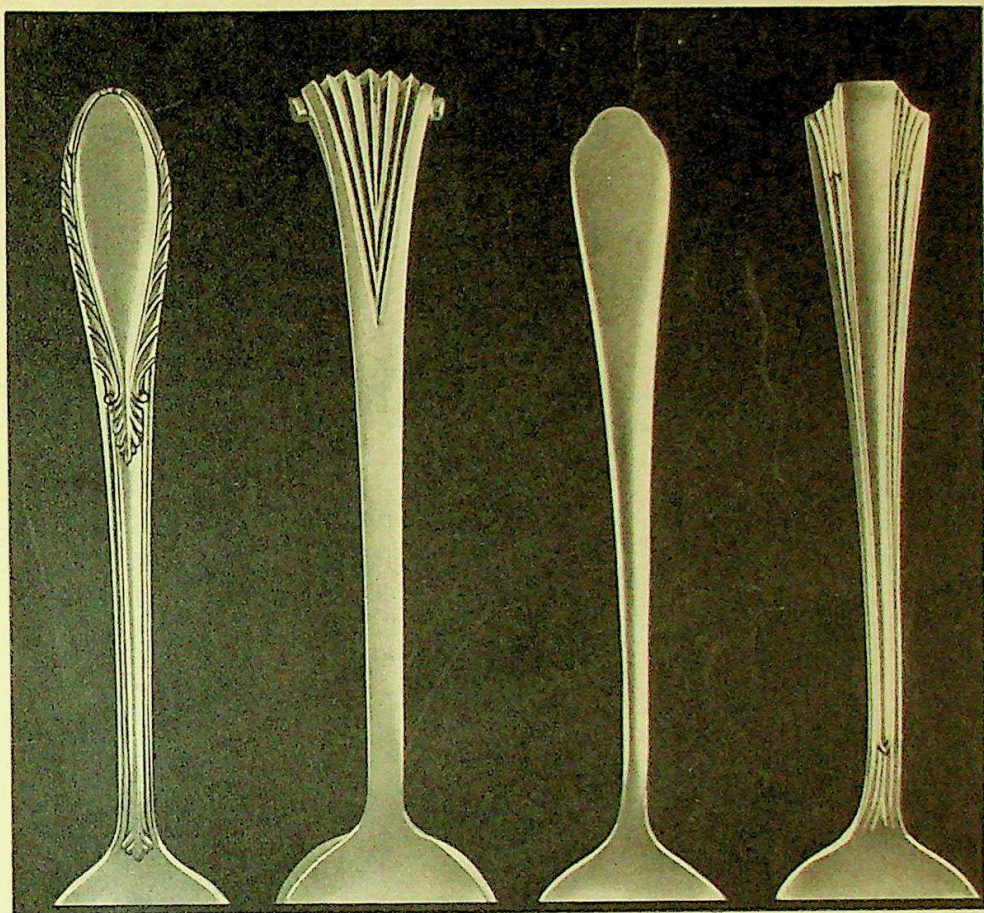
*Maytime  
 (STERLING)*  
 Alvin Corp.

*Chased Romantique  
 (STERLING)*  
 Alvin Corp.

as well as in buying — these easily may prove the determining factors in a choice of patterns to stock and to push; while so far as the customer is concerned there's much to be said for the suggestion passed along a while ago by *House and Garden* to its readers, and especially to brides: "If I wanted to, I'd take two months to choose my silver, to make sure I really had the pattern I loved best. Once I'd decided, I'd buy enough for any amount of entertaining I was likely to do. Because silver keeps — and mellows as you keep it." As a further hint to prospective brides it added: "I'd keep my silver in a tarnish-proof chest."

Two or three things of outstanding importance in relation to the volume of silver sales may here be cited. First is the steadily mounting number of weddings taking place the country over. As reported in this journal a month ago the number of marriage licenses issued in Chicago up to the end of September, not only was greater by 7% than for the corresponding period in 1935, but the total for the month was greater by 9% than for any other September in the city's history. Other parts of the country, and industrial centers in particular, are similarly reporting gains as a result of the curtailment of unemployment, coupled with





*Stratfield* (STERLING)  
Weidlich Sterling  
Spoon Co.

*Onslow*  
(STERLING)  
Tuttle Silver Co.

*EnglishAntique* (STERLING)  
Weidlich Sterling  
Spoon Co.

*Queen Mary*  
(STERLING)  
Concord Silversmiths

the restoration of confidence.

Still more recently it has been shown that the building of homes at last is getting under way once more after years of almost utter stagnation. Construction figures for the month of September, for the first time since the depression are encouraging proof of renewed activity.

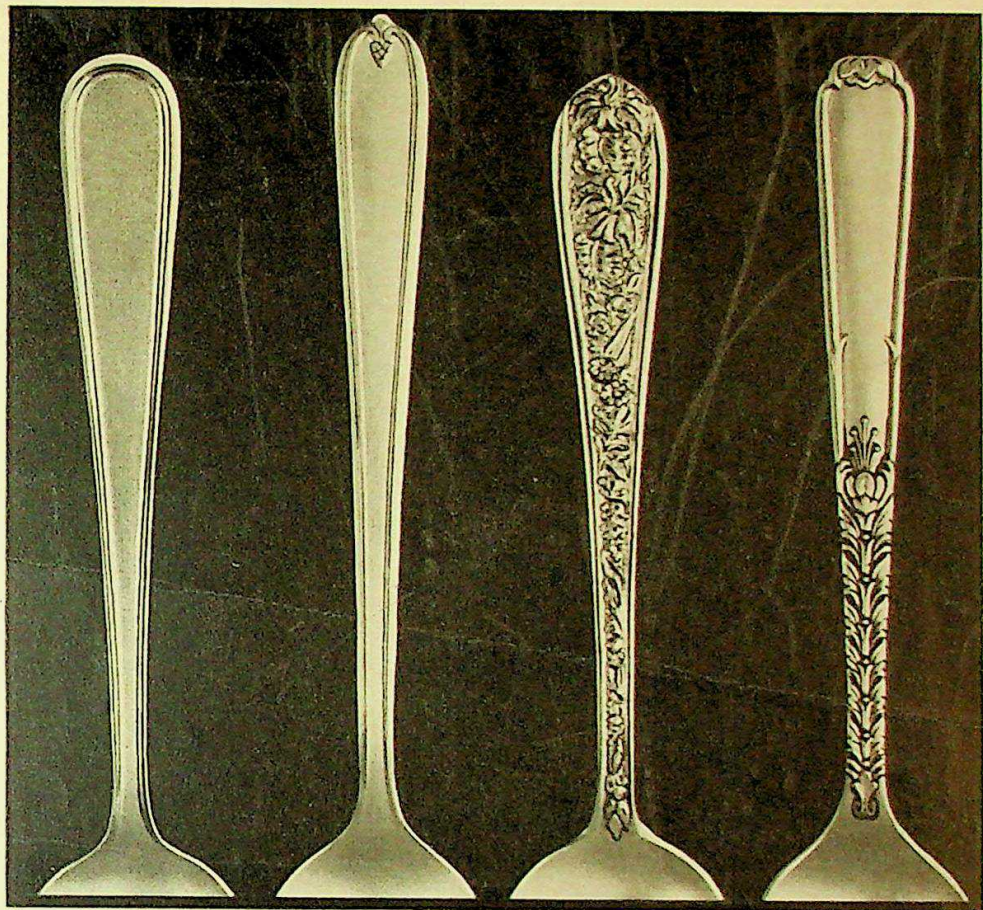
These two facts taken together mean only one thing — more new homes; and a part of the necessary equipment of the home is a reasonable supply of flatware, either sterling or plate.

Standards of housekeeping differ, as do homes. Some people do little or no enter-

taining. Others are satisfied to muddle along with a few nondescript knives and forks and spoons which answer their purpose and nothing more. Some would buy sterling instead of plate, if they were not afraid that they couldn't afford it. And some, fortunately, knowing something of gracious living and entertainment want to start that way in a home of their own — and plan and save, if necessary, to do so. Owing to the widespread circulation of national magazines, to the movies and even in part to radio, the number who see and hear something of the niceties of living is on the increase and "Good silver, and the right

~~XD 54/12~~





*Calvert* (STERLING)  
Samuel Kirk  
& Son

*Longchamps*  
(HEIRLOOM PLATE)  
Wm. A. Rogers Ltd.

*Corsage*  
(STERLING)  
Stieff Co.

*Janet*  
(1881 PLATE)  
Wm. A. Rogers Ltd.

amount of it," as *Vogue* has pointed out, "is a tradition in fine housekeeping." "From the days when our grandmothers supervised each fork and spoon as it was nested back into its little flannel bed after a dinner party had called out all the reserves, to these, our times, when 'choosing the pattern' is the first concern after the announcement of an engagement — fine silver," it recalls, "has made the background of fine service."

Such "fine service" may well be alluded to in the jeweler's advertising and exemplified in his windows, when these are large enough, as well as within the store itself. A well set table never fails to win the atten-

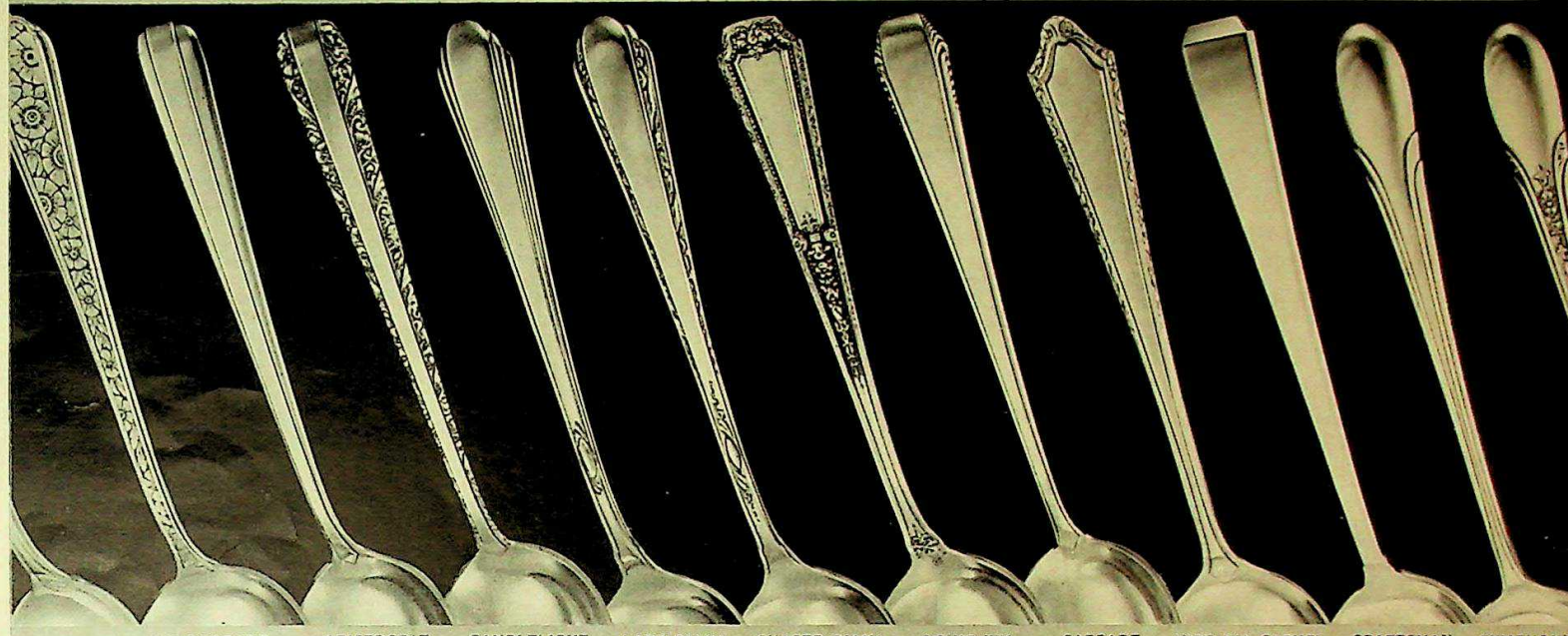
tion of home-loving women. More ornate tableware, by the way, is in keeping with the present trend towards more elaborate entertaining in the home and the greater brilliance, individuality and feminine charm which Fashion has decreed for milady's costume.

Of utmost importance is the further fact that the way is now being definitely cleared for the sale of sterling silver on "convenient terms" to those who hitherto have looked and wished perhaps but finally have been afraid that they could not or should not, afford it. The possibility of increasing the volume of sales of sterling tableware on this

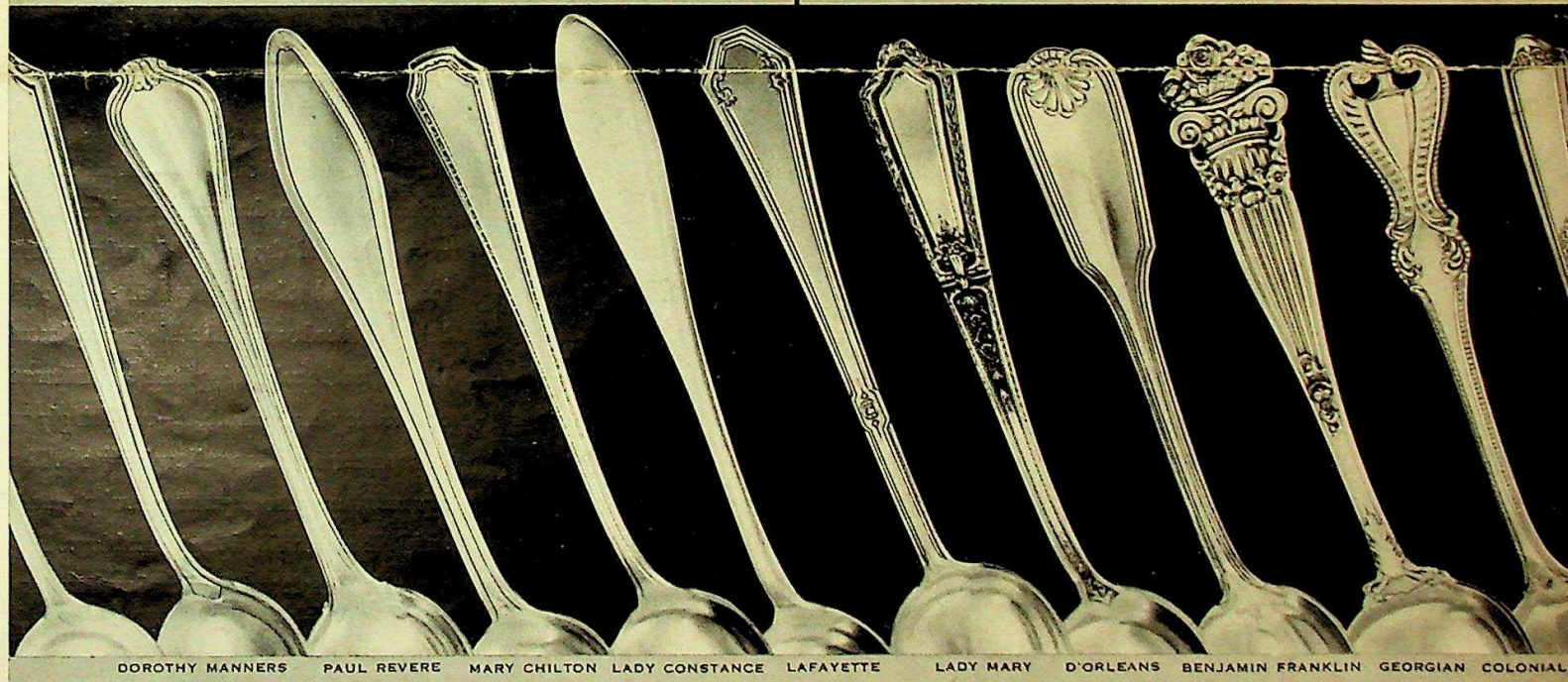


Dec 1, 1935

"Mother chose Georgian in 1898"



...I chose Lady Diana in 1930"



"How happy I am to find both our TOWLE patterns are open stock today"

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**NEW BOOK FOR BRIDES**— only 10 cents — "How to Plan Your Wedding and Your Silver"— tells what to do three months in advance, two months, six weeks, three weeks, last week, last day. Four pages for the groom. Emily Post and Vogue on sterling silver. Twenty-four fascinating pages. Very practical and a priceless record.



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Name, Street, City, State \_\_\_\_\_



new Southern shoe exclusives  
—patent leather in

*Pam Jones*



Now another fashion emerges from the famous shoe salon that has started so many vogues around the world. Jewel patent☆ leather is absolutely new. Smooth and bright. Misted over with a faint pearly luster that makes the colors sing. Thirteen different new tones plus pearl white—used singly or in harmonies. Zircon yellow is superb. The aquamarine and rose quartz, the ruby, garnet and jade are destined for great things. Presented in a whole series of new Southern sandals by Palter DeLiso. Tattletoe, top, high or low heel... the Achilles Sandal, middle... the Glove-Button Sandal, bottom. Each 12.75

SHOE SALON—SECOND FLOOR

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20-35

428,837 CO

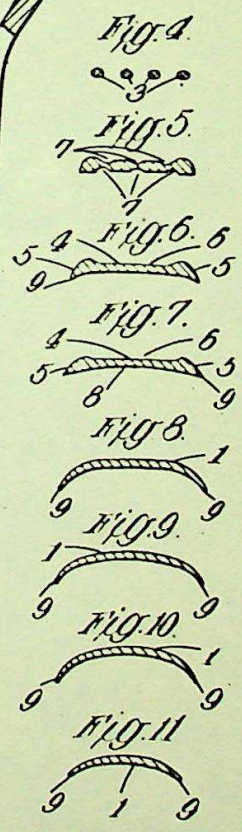
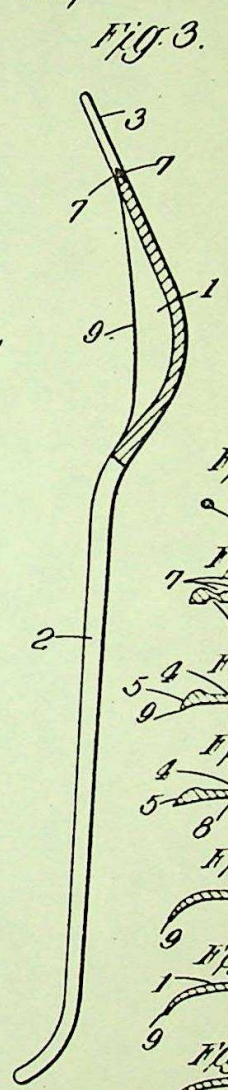
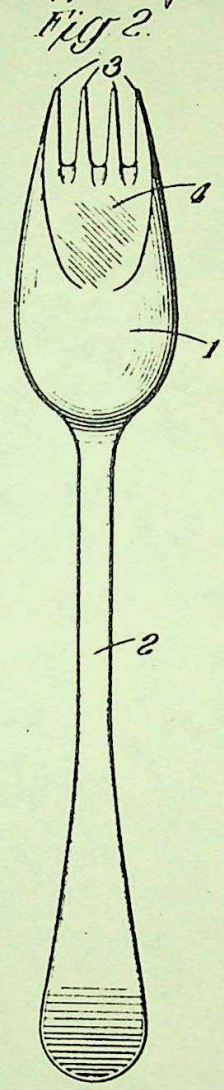
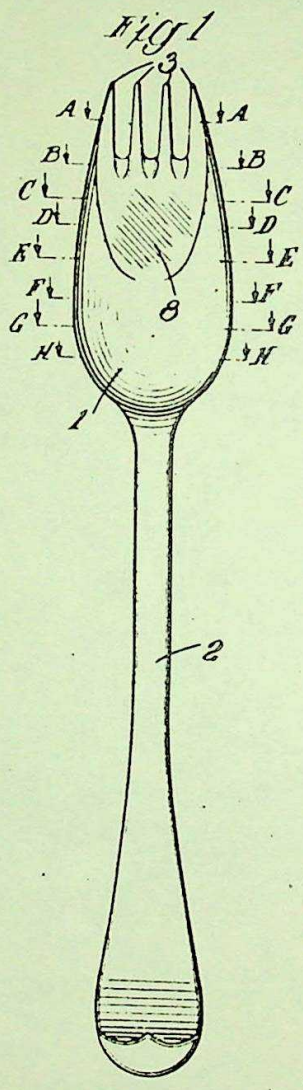
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ST. WITAIN

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2 pp. spec.

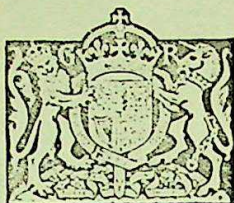
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[This Drawing is a reproduction of the Original on a reduced scale.]





# PATENT SPECIFICATION



Application Date: Jan. 31, 1935. No. 3210/35.

428,837

(Patent of Addition to No. 376,429: Dated May 20, 1931.)

Complete Specification Accepted: May 20, 1935.

## COMPLETE SPECIFICATION

### Improvements in or relating to Table-Forks or like Articles

I, GEORGE SCOTT WILSON, Newspaper Manager, of 2, Ettrick Road, Edinburgh, Scotland, a subject of the King of Great Britain, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

This invention relates to an improvement in or modification of the table-forks or like articles forming the subject of my prior Patent No. 376,429.

The chief object of the present invention is to evolve an improved construction of table-fork or like article which will fulfil more efficiently the functions of a spoon and fork and which will be of a generally improved shape and appearance as compared with those hitherto constructed.

A table-fork or like article according to the present invention is characterised by a relatively deep spoon-like bowl of gradually decreasing depth from a point substantially midway of its length to a point where the bowl merges into the tines the bowl upon its undersurface having a substantially flat bottomed recess bordered on two of its opposite sides by the edges of the bowl which sides are relatively thick and form a continuation of the two outermost tines.

In order that the said invention may be clearly understood and readily carried into effect, the same will now be more fully described with reference to the accompanying drawings which illustrate a preferred embodiment of the invention wherein:—

Figure 1 is a front view of a table-fork or like article constructed in accordance with the present invention.

Figure 2 is a rear view.

Figure 3 is a section on the longitudinal centre line.

Figures 4—11 are, transverse sections on the lines A—A, B—B, C—C, D—D, E—E, F—F, G—G and H—H respectively in Figure 1.

The table-fork or like article comprises a bowl portion 1 approximating in depth and general shape to the bowl of a spoon, the bowl portion terminating at

one end in a handle 2 and at the opposite end in a series of relatively short tines 3, the bowl throughout the greater part of its length being concave upon its interior surface as shown in Figures 7—11 and convex upon its exterior surface as shown in Figures 9, 10 and 11. The bowl from a point where it is of the greatest depth which point approximates with the line G—G in Figure 1 to the point where it merges into the tines 3 is of gradually decreasing cross-sectional curvature upon its interior surface whilst its exterior surface assumes a substantially flat shape, the flat portion 4 being bordered on two of its opposite sides by the edges 5 of the bowl which edges at that point are relatively thick and in conjunction with the flat portion constitute a relatively shallow flat bottomed recess 6 in the exterior of the bowl as shown in Figures 6 and 7. The edges 5 form a continuation of the two outermost tines. The interior and exterior surfaces of the bowl are also cut away or recessed intermediate the tines as at 7. The interior surface 8 of the bowl at the point corresponding with the section D—D shown by Figure 7 is only slightly curved in cross section this curvature diminishing to a point where the bowl joins the tines at which point in cross section the interior surface of the bowl is substantially flat. The peripheral edges 9 of the bowl are relatively sharp to facilitate the use of the article as a spoon or a blunt knife whilst the bowl is also of curved form in plan view to conform with the shape of the interior surfaces of plates and dishes.

When in use, the relatively shallow recess in the exterior serves for the accommodation of such foods as are usually placed on the back of a fork when used in conjunction with a knife, while the spoon-like interior, together with the relatively sharp edges, allows the article to be used alone for such foods as stews, curries, mince, peas and the like, also for gravies and other foods in liquid or semi-liquid form, the tines, due to their relatively short length, not interfering with the use of the article in



any way.

Having now particularly described and ascertained the nature of my said invention and in what manner the same is to be performed, I declare that what I claim is:—

1. An improvement in or modification of the table-fork or like article forming the subject of prior Patent No. 376,429 characterised by the feature that the improved table fork or like article has a relatively deep spoon-like bowl of gradually decreasing depth from a point substantially midway of its length to a point where the bowl merges into the tines, the bowl upon its exterior surface having a substantially flat bottomed recess bordered on two of its opposite sides by the edges of the bowl which sides are

relatively thick and form a continuation of the two outermost tines. 20

2. A table-fork or like article as in claim 1 further characterised by the feature that the upper and lower surfaces of the bowl are recessed intermediate the tines. 25

3. An improved or modified table-fork or like article substantially as hereinbefore described with reference to the accompanying drawings. 30

Dated this 31st day of January, 1935,  
HASELTINE LAKE & CO.,  
28, Southampton Buildings, London,  
England, and  
19—25 West 44th Street,  
New York, U.S.A.  
Agents for the Applicant.



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# 731674

GRP. 290

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(3rd)

FRENCH

Deliv May 31, 1932

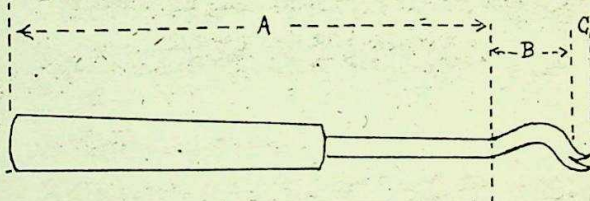
N° 731.674

M. Monnard

Pl. unique

Depr 6. 1932

FIG. 1



from 30/148



RÉPUBLIQUE FRANÇAISE.

MINISTÈRE DU COMMERCE ET DE L'INDUSTRIE.

DIRECTION DE LA PROPRIÉTÉ INDUSTRIELLE.

## BREVET D'INVENTION.

Gr. 9. — Cl. 3.

N° 731.674

*fork*  
Fourchette dite à escargots.

M. JULES MONNARD résidant en France (Seine).

Demandé le 7 décembre 1931, à 14<sup>h</sup> 57<sup>m</sup>, à Paris.

Délivré le 31 mai 1932. — Publié le 6 septembre 1932.

La présente invention a pour objet une amélioration des fourchettes dites à escargots.

Jusqu'à ce jour, ces dernières n'avaient que la forme des fourchettes ordinaires de table, pour les tiges piquantes, d'où impossibilité parfois de s'en servir pour les petits escargots.

Avec la forme ci-après décrite, cet inconvénient disparaît, la courbure pouvant suivre la forme intérieure de la coquille.

Description. — A (fig. 1) représente le

manche et partie de la tige de forme et longueur généralement quelconque.

B (fig. 1) représente la partie originale 15 de l'invention.

C (fig. 1), redressement de la ou des tiges à l'extrémité piquante.

### RÉSUMÉ.

Fourchette à escargots, caractérisée par 20 une courbure spéciale lui permettant de pénétrer plus profondément dans la coquille.

JULES MONNARD.

*Snail fork characterized by  
a special curve permitting  
it to penetrate more  
deeply into the shell.*

Prix du fascicule : 5 francs.



D7/653

XR 12

GREAT BRITAIN

279,262 COMPLETE SPECIFICATION

1 SHEET

[This Drawing is a reproduction of the Original on a reduced scale.]

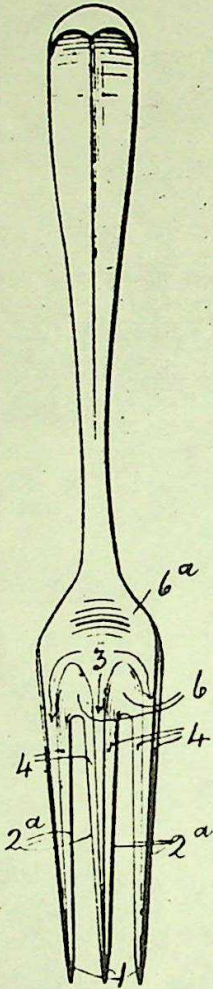


Fig. 1.

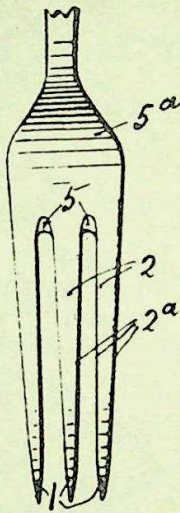


Fig. 2.

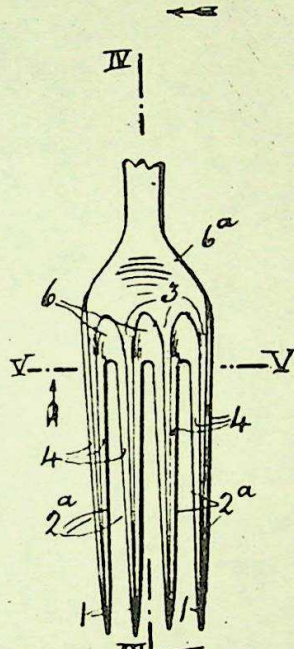


Fig. 3.

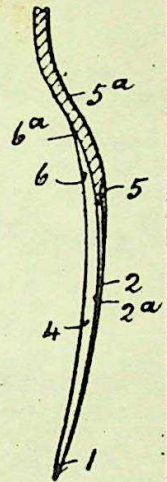


Fig. 4.

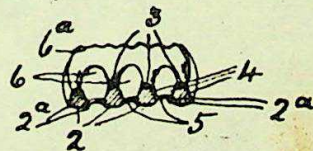
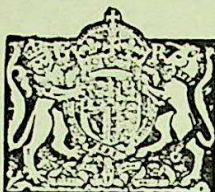


Fig. 5.



# PATENT SPECIFICATION



Application Date: Aug. 15, 1927. No. 28,878 / 26.

279,262

Complete Accepted: Oct. 27, 1927.

## COMPLETE SPECIFICATION.

### An Improved Table Fork.

I, MARY HELEN FORSYTH, of Rocks Cottage, Limpsfield, Surrey, a British subject, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

This invention relates to table forks of the kind in which the prongs have bevelled or inclined sides, and has for its object to improve the construction of such forks in order to facilitate cleaning thereof, and also render the same safer and more convenient and hygienic in use.

In table forks of the kind referred to it has been proposed to make triangular prongs with flat bases and inclined sides which intersect to form fine longitudinal edges along the angles of the prongs; the inclined sides terminating at the roots of the prongs in sloping bays on one face of the fork.

According to the present invention table forks of the kind referred to have the prongs formed of sector-like cross-section comprising convex backs or bases and rounded front surfaces between the bevelled or inclined sides thereof, with shallow terminal recesses formed between the roots of the prongs on each face of the fork.

Such improved construction avoids the formation of sharp longitudinal edges upon the prongs and thus renders the fork safe and convenient in use, and likewise greatly facilitates efficient cleaning by guiding the folds of the cloth between the prongs from both faces of the fork.

The invention is illustrated in the accompanying drawings wherein similar references indicate like parts.

Fig. 1 is a front view and Fig. 2 a rear view of a three-prong fork made in accordance with the present invention, while

Fig. 3 is a fragmental front view, and  
[Price 1/-]

Figs. 4 and 5 respectively longitudinal and cross-sections on the lines IV—IV and V—V (Fig. 3), illustrating an application of the present invention to a four-prong fork.

Referring to the drawings: the prongs 1 are each formed of sector-like cross-section comprising a convex base or back 2, and a rounded surface 3 between its inclined or bevelled sides 4, with shallow terminal recesses 5 and 6 formed respectively in the back and front faces 5a and 6a of the fork, between the roots of the prongs.

As indicated at Figs. 1 and 3, the rounded surfaces 3 along the fronts of the prongs run smoothly into the rounded terminal recesses 6 formed between the roots of the prongs in the front face 6a of the fork, and taper off towards the points of the prongs. The convex backs or bases 2 of the prongs also taper longitudinally from the roots towards the points of the prongs, while the lateral longitudinal edges 2a thereof are set inwards and are also slightly rounded so that they run smoothly into the rounded terminal recesses 5 formed in the back 5a of the fork, between the roots of the prongs, as indicated at Figs. 2, 4 and 5.

The inset back and front surfaces of the prongs formed as above described serve as guides which lead the folds of a cloth between the prongs from both faces of the latter, which greatly facilitates rapid and efficient cleaning of the fork, while the rounded front and back surfaces avoid the formation of sharp edges longitudinally of the prongs, and thereby render the fork safer and more convenient in use.

Having now particularly described and ascertained the nature of my said invention and in what manner the same is to be performed, I declare that what I claim is:—

1. A table fork of the kind referred



to wherein the prongs are formed of sector-like cross-section with shallow terminal recesses between the roots of the prongs on both faces of the fork.

- 5 2. A table fork according to Claim 1, wherein a rounded longitudinal tapering front surface 3 is formed between the bevelled or inclined sides 2 of the prongs.

3. The improved table forks made sub-

stantially as and for the purposes hereinbefore described and illustrated in the accompanying drawings. 10

Dated this 15th day of August, 1927.

ELT & Co.,  
Chartered Patent Agents,  
14, Bedford Row, London, W.C. 1. 15  
Agents for the Applicant.



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Forsyth 10/27/27

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1 SHEET

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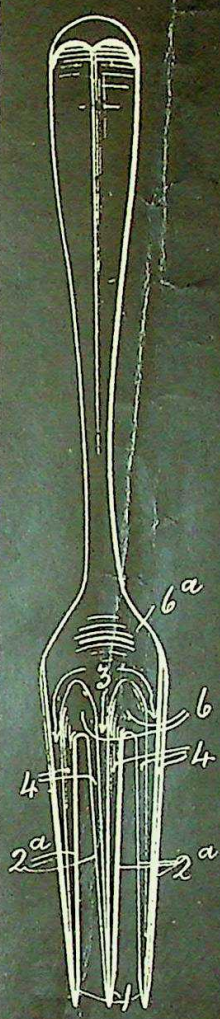


Fig. 1.

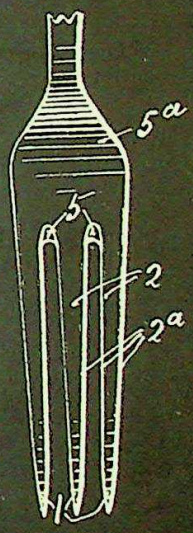


Fig. 2.

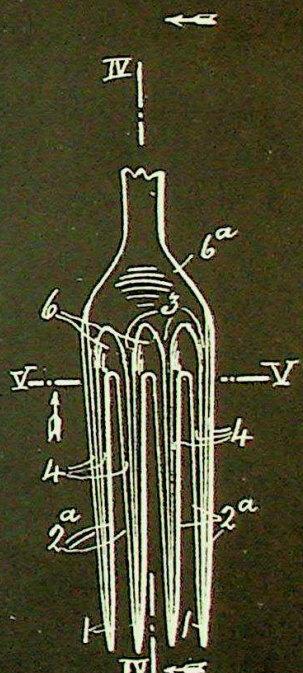


Fig. 3.

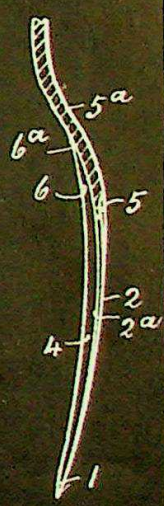


Fig. 4.

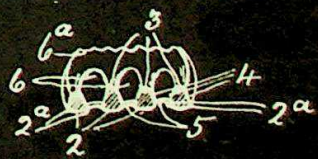
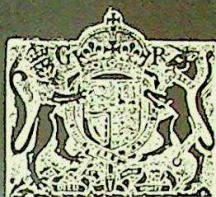


Fig. 5.



# PATENT SPECIFICATION



Application Date: Aug. 15, 1927. No. 28,878 / 26.

279,262

Complete Accepted: Oct. 27, 1927.

## COMPLETE SPECIFICATION.

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According to the present invention table forks of the kind referred to have the prongs formed of sector-like cross-section comprising convex backs or bases and rounded front surfaces between the bevelled or inclined sides thereof, with shallow terminal recesses formed between the roots of the prongs on each face of the fork.

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Fig. 3 is a fragmental front view, and  
[Price 1/-]

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3. The improved table forks made sub-

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Dated this 15th day of August, 1927.

ELT & Co.,  
Chartered Patent Agents,  
14, Bedford Row, London, W.C. 1. 15  
Agents for the Applicant.



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Sw.

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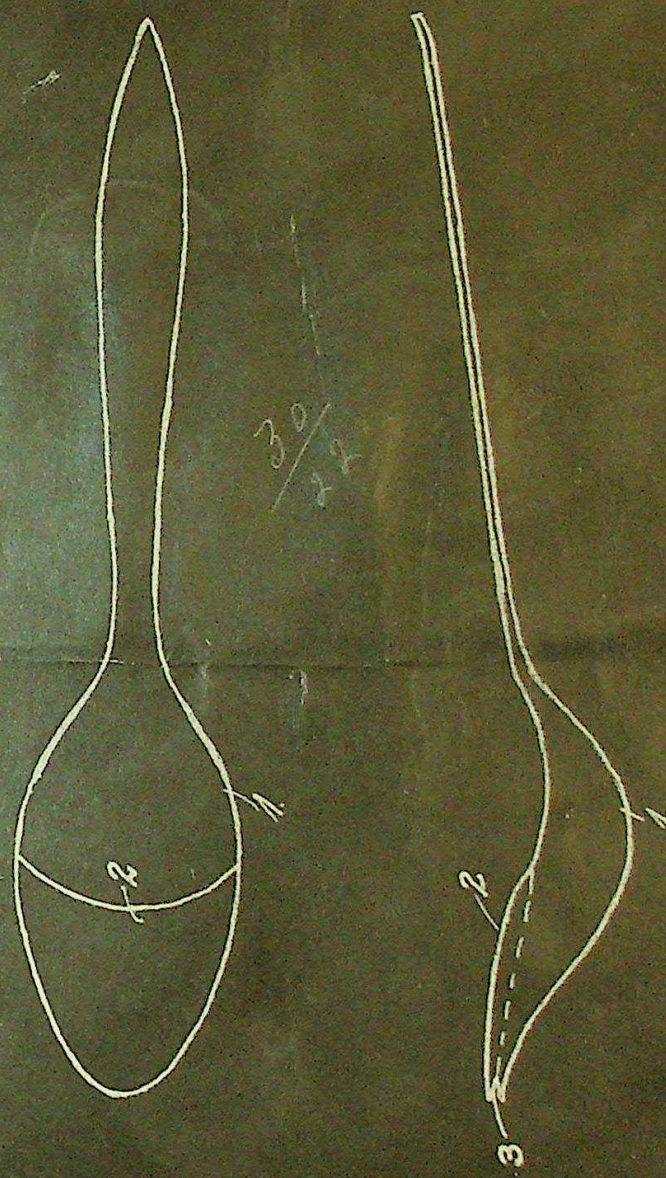
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Spoon for feeding s

TXD 7-141

Till Patentet N<sup>o</sup> 50414.

*Guards + caps*





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DENMARK

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1 skt dwg  
1 p. spec.

Fig. 1.

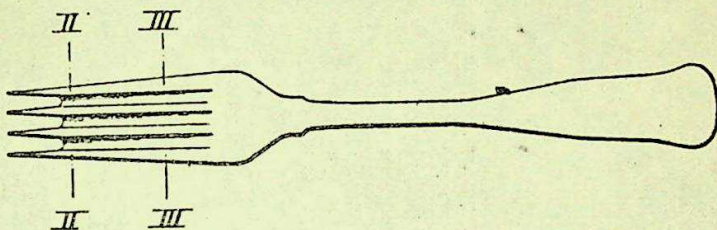


Fig. 2.



Fig. 3.





DANSK

Nr.



PATENT

14578.

# BESKRIVELSE

MED TILHØRENDE TEGNING,

BEKENDTGJORT DEN 22. MAJ 1911.

Apoteker, cand. pharm. AXEL THAM CRUUSBERG,

VAMDRUP BY OG SOGN UNDER RIBE AMT.

## Bordgaffel.

Patent udstedt den 9. Maj 1911, beskyttet fra den 12. September 1910.

(Klasse 34: Hushvæsenredskaber, Møbler m. m.)

Opfindelsens Genstand er en Bordgaffel, ved hvilken der mellem Grenene eller Tænderne indtil en vis, forholdsvis ringe Afstand fra sammes Ender er anbragt Udfyldninger med hen mod Gafflens Ende aftagende Tykkelse. Den saaledes formede Gaffel kommer altsaa til at frembyde forholdsvis korte Spidser af f. Eks. 10—15 mm's Længde og i øvrigt en riflet Overside og en glat Underside.

Opfindelsen er fremstillet i en Udførelsesform paa Tegningen, hvor

Fig. 1 viser Gafflen, set fra oven, samt

Fig. 2 og 3 Tværnsnit af samme efter henholdsvis Linierne II—II og III—III i Fig. 1.

Denne Gaffel frembyder i Sammenligning med de almindelig anvendte Gaffler følgende Fordele.

Uden at dens Brugbarhed som egentlig Bordgaffel, det vil sige til Optagelse af Foden paa dens Spidser, forringes, letter den i væsentlig Grad Optagelsen af Sauce og saadanne Spiser som f. Eks. Ærter, syltede Smaabær og lignende, idet den føres hen over Tallerkenen i sin Længderetning. I saa Henseende er det af Betydning, at Udfyldningernes Tykkelse er ringe

ved deres Forkant, og at deres Underside ligger i Plan med Grenenes Underside. Udfyldningerne afstiver derhos i væsentlig Grad Grenene mod hverandre, saaledes at disse ikke som ved sædvanlige Gaffler kan bøjes mod hinanden, hvorved Gafflens Brugbarhed forringes. Endelig er den omhandlede Gaffel væsentlig lettere at holde ren end sædvanlige Gaffler, paa hvis Grenes Sider der let afsætter sig Fodemidler, som først kan fjernes ved omhyggelig Afbørstning.

Anordningen kan anvendes saavel ved Fremstilling af ny Gaffler som paa de almindelige i Handelen gaaende Gaffler, og Gafflen kan have et hvilket som helst Antal Tænder.

## Patentkrav.

Bordgaffel, karakteriseret ved mellem Grenene eller Tænderne anbragte Udfyldninger, som ophører i nogen Afstand fra Gafflens Ende, og hvis Tykkelse aftager hen mod samme, saaledes at Gafflen frembyder forholdsvis korte Spidser og i øvrigt en glat Underside og en riflet Overside.



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1904-05

FRENCH N° 337.965

M. Gibert

Pl. unique

*Dec. 26/03  
Pub. May 4/04*

Fig. 1

*g'adles*

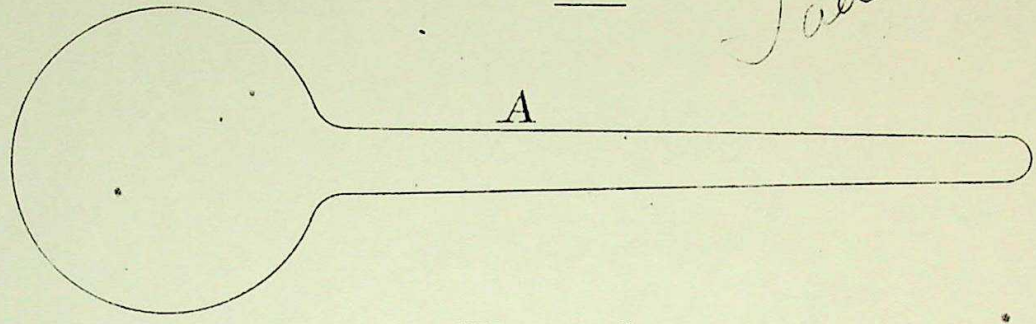


Fig. 2

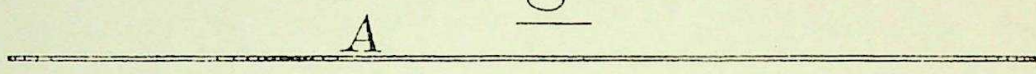


Fig. 3

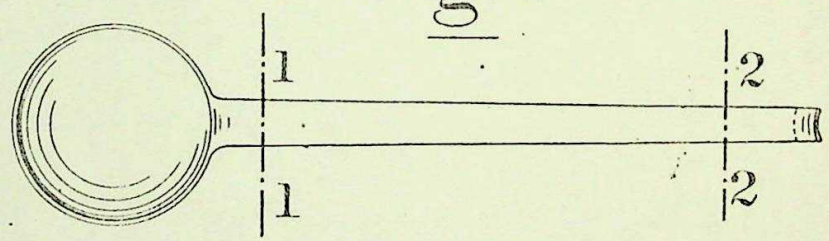


Fig. 5

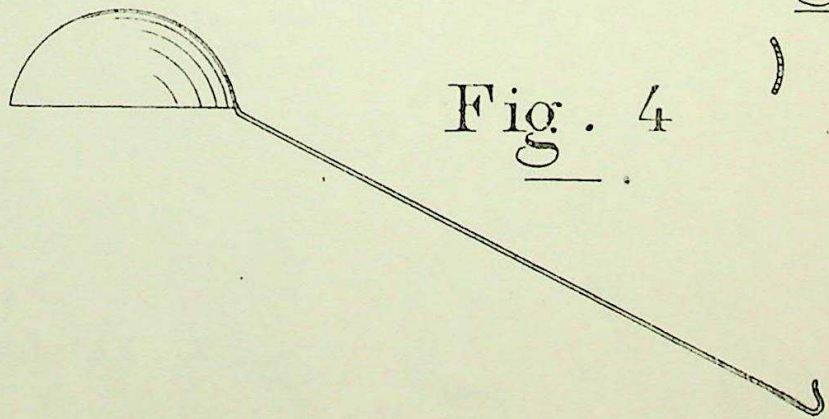


Fig. 4

*from 30/324*



OFFICE NATIONAL DE LA PROPRIÉTÉ INDUSTRIELLE.

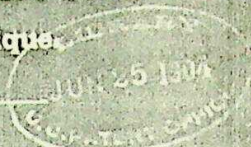
BREVET D'INVENTION

du 28 décembre 1903.

DE — Matériel de l'économie domestique.

N° 337.985

1. — Articles de ménage.



Brevet de quinze ans demandé le 26 décembre 1903 par M. Louis GIBERT résidant en France.

Nouveau système de fabrication des cuillères à pot d'une seule pièce.

Déposé le 5 mars 1904; publié le 4 mai 1904.

L'obligation de donner à la queue d'une cuillère à pot la rigidité exigée pour l'emploi n'avait permis d'utiliser jusqu'à ce jour que deux procédés de fabrication :

1° Par emboutissage d'un disque de tôle mince, pour former la poche sur laquelle on avait ensuite une queue rigide; c'est la cuillère à pot en deux pièces.

2° D'une seule pièce en partant d'un disque étiré au marteau dit martinet, pour obtenir un disque mince sur lequel l'étrépage ménageait une partie plus forte pour permettre de souder une queue en métal plus fort que celui de la poche. Ce procédé est coûteux.

L'objet de la présente invention réside dans un procédé de fabrication économique permettant l'emploi de la tôle mince pour obtenir la cuillère à pot d'une seule pièce à l'aide seulement de deux opérations entièrement mécaniques: l'une de découpage, l'autre d'emboutissage. Dans ce procédé, la rigidité de la queue résulte de la forme donnée par l'emboutissage à la langue de tôle mince dont elle est formée.

La fabrication s'effectue en deux opérations distinctes :

1° Par un découpage à la poinçonneuse, de la tôle formant simultanément d'une même pièce la poche et la queue, comme représenté fig. 1 en plan et fig. 2 de côté;

2° Par un estampage de cette forme primitive, pratiqué également en une seule opération, afin d'obtenir non seulement la poche,

mais aussi la queue, qui est à cet effet emboutie en demi-rond afin de lui donner la même rigidité que si elle était constituée par un métal plus épais que la tôle mince formant la poche.

A la suite de ces deux opérations, la cuillère est complètement finie.

L'estampage de la queue, représenté par la fig. 3 respectivement en coupe suivant les lignes 1-1 et 2-2 de la fig. 3, et qui constitue une des parties caractéristiques de l'invention, pourrait au lieu d'être fait en demi-rond, affecter d'autres formes, tel que par exemple des ondulations dans le sens de la longueur produisant le même résultat.

Les machines à découper et à emboutir employées pour cette fabrication absolument mécanique, sont celles généralement employées et n'offrent rien de particulier.

L'emploi unique de la tôle mince rend possible le découpage et l'emboutissage et permet aussi d'obtenir la pièce finie par deux opérations mécaniques simples et peu coûteuses.

RÉSUMÉ.

L'invention réside dans un procédé nouveau de fabrication permettant, grâce à la forme spéciale donnée à la queue, l'emploi général de la tôle mince pour obtenir économiquement la cuillère à pot d'une seule pièce.

LOUIS GIBERT

Par procuration :  
J. GARNIER.

Prix du fascicule : 1 franc.



1892-12

Fig. 1.

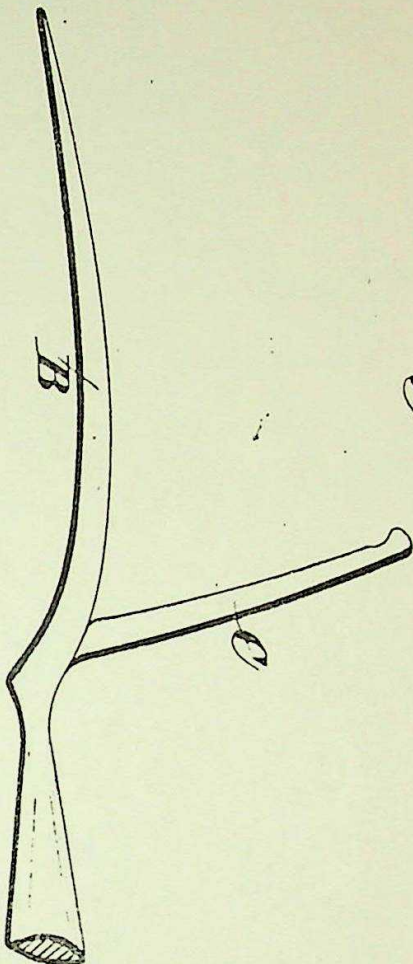


Fig. 2.

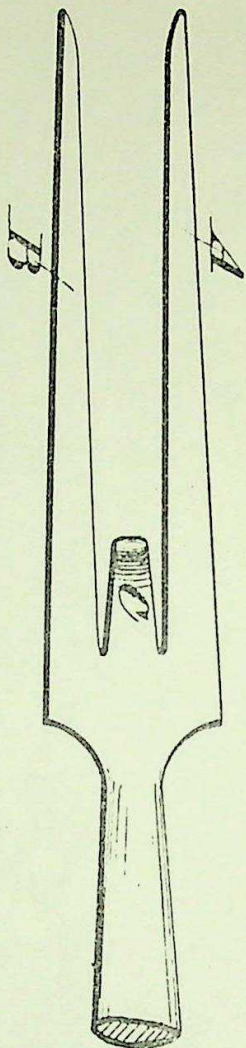
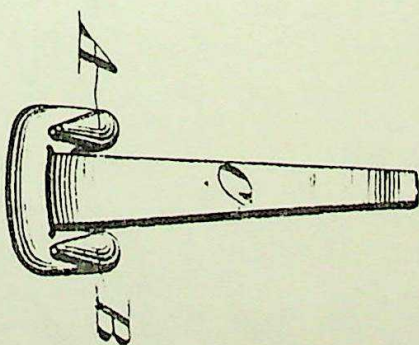


Fig. 3.



[This Drawing is a full-size reproduction of the Original.]

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from 30/323





*Date of Application, 14th Dec., 1892—Accepted, 28th Jan., 1893*

COMPLETE SPECIFICATION.

Improvements in Carving Forks.

I, HENRY COOPER SEDDON of 4 Colinett Road, Putney, in the County of Surrey, Retired Colonel in Her Majesty's Service, do hereby declare the nature of this invention to be as follows :—

5 The object of my invention is to produce carving forks that will obviate the danger resulting from the unreliability of movable guards as usually employed with or without springs, and will reduce the liability to accumulation of dirt which obtains with carving forks of ordinary kinds.

10 For this purpose a carving fork according to my invention is made with a fixed guard located at or in proximity to the root of the prongs as I will now proceed to explain with reference to the accompanying sheet of illustrative drawings whereof

Fig. 1 shows in side elevation so much of a carving fork as is necessary to illustrate my invention.

Fig. 2 is a plan, and

15 Fig. 3 an end view.

A and B are the ordinary prongs. C is a fixed guard which may be of any convenient form.

20 A carving fork according to my invention made with a shorter guard than on an ordinary carving fork will afford equal protection to the fingers by reason of the guard being located at or in proximity to the root of the prongs instead of near the handle.

Having now particularly described and ascertained the nature of the said invention and in what manner the same is to be performed I declare that what I claim is :—

- 25 1. A carving fork made with a fixed guard.  
2. A carving fork made with a fixed guard located at or in proximity to the root of the prongs as described.

Dated this 12th day of December 1892.

H. C. SEDDON.

30

W. Lloyd Wise,  
46, Lincoln's Inn Fields, London, W.C., Agent for the Applicant.

London: Printed for Her Majesty's Stationery Office, by Darling & Son, Ltd.—1893



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~~EXHIBIT~~  
D7-653

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AUSTIN  
(G. B. PATENT)

14,718  
A.D. 1886

~~TXD 9 1117~~ 14,918

A.D. 1886.

AUSTIN'S COMPLETE SPECIFICATION.

(1 SHEET)

FIG. 1.

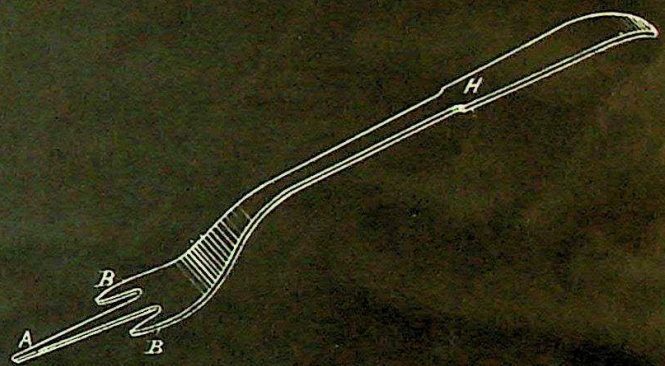
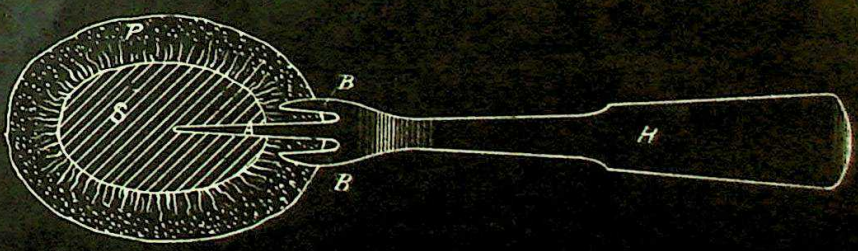


FIG. 2.



[This Drawing is a reproduction of the (Original on a reduced scale)]



*Austin's Mango Fork.*

## COMPLETE SPECIFICATION.

## A Mango Fork.

I, DAVID DRYSDALE AUSTIN of 101 St. Vincent Street, Glasgow, in the County of Lanark, North Britain, Patent Agent, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement :—

This Invention which relates to a mango fork has for its object to provide a fork 5 especially adapted for holding the mango while being eaten.

The Invention consists in a fork having a tine of about the ordinary length for insertion in the hole of the mango stone, and provided with one or more short lateral tines for engaging the sides of the stone, or the pulp of the mango to prevent the turning of the stone on the longer tine of the fork. 10

The fork is formed of a handle of ordinary shape which carries the tines.

It is a well known fact that eating mangoes from the hand is disagreeable and a difficult operation owing to the size of the stone of the mango and the juicy and slippery nature of the pulp.

It has been discovered by the Inventor that in the end of the stone of a mango, 15 there is an opening of sufficient size to receive the tine of a fork. The tines of an ordinary fork could not be inserted in this opening, as the other tines owing to their length would interfere.

In order that my said Invention, may be properly understood and readily carried 20 into effect I will now proceed to describe the drawings hereunto annexed.

Figure 1, is a perspective view.

Figure 2 is a plan or front view of my fork in use.

The mango fork constructed in accordance with this Invention consists in having a 25 tine A, of about the ordinary length for insertion in the hole in the mango stone S, and provided with one or more short lateral tines B, for engaging the sides of the stone S, or the pulp P, of the mango, to prevent the turning of the stone S, on the longer tine A of the fork.

The fork is formed of a handle H of ordinary shape, which carries the tines A, B, B, 30 —The central tine A, is longer than the lateral tines B, and is adapted to be received in the hole in the end of the mango stone S, while the shorter tines B, enter the pulp P of the mango, and engage the sides of the stone S.

Having now particularly described and ascertained the nature of my Invention I declare that what I claim is.—

As an article of manufacture, a fork for holding mangoes, formed of a handle H, a 35 long central tine A, and one or more short lateral tines B, substantially as and for the purposes hereinbefore set forth with reference to the annexed drawing.

Dated this 13th day of April 1887.

D. DRYSDALE AUSTIN,  
Applicant.



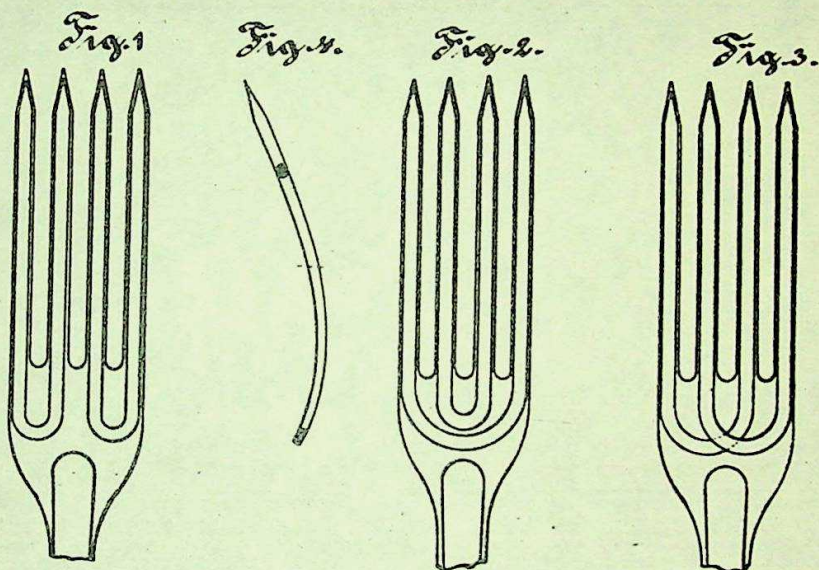
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Federnde Doppelzinken-Einlagen an Ferré-Gabeln.



Zu der Patentschrift

№ 29661.





KAISERLICHES



PATENTAMT.

AUSGEGEBEN DEN 28. NOVEMBER 1884.

## PATENTSCHRIFT

— № 29661 —

KLASSE 34: HAUSWIRTSCHAFTLICHE GERÄTHE.

O. LENZ IN BERLIN.

## Federnde Doppelzinken-Einlagen an Ferré-Gabeln.

Patentirt im Deutschen Reiche vom 8. Juli 1884 ab.

Das unter der Bezeichnung »Ferré-Gabeln« bekannte Fabrikat aus Britanniametall oder ähnlichen Compositionen enthält sowohl im Stiel, als in den Zinken Verstärkungseinlagen aus Stahl oder einem anderen federharten Metall, um das Verbiegen der schwachen Theile zu verhüten. Die Herstellung dieser Gabeln geschah bisher in der Weise, daß jede Zinke für sich eine einzelne, der Zinkenform entsprechende Einlage erhielt. Dadurch wurde zwar die Form jeder einzelnen Gabelzinke vor dem Verbiegen bewahrt, drückte man aber z. B. die vier Zinken oder je zwei derselben gegen einander oder die einzelnen Zinken nach oben oder unten aus der Reihe heraus, so blieben sie in der anormalen Lage stehen.

Die vorliegende Erfindung bezweckt daher, die Verstärkungseinlagen der Gabelzinken dahin zu verbessern, daß sie nicht allein einzeln ihre Form beibehalten, sondern auch unter einander in Reihe und Abstand bleiben und bei jeder Verbiegung zurückfedern.

Zu diesem Zwecke werden je zwei Zinken aus einem Stück mit umgebogenem Rücken (wie eine Haarnadel) gefertigt und neben einander, wie in Fig. 1, in einander, wie in Fig. 2, oder auch kreuzweise, wie in Fig. 3, angeordnet und dann mit dem weicheren Aufsenmetall umgossen.

Die einfache Zinke ist von einer geringeren,

sie haltenden Metallfläche umgeben und kann ausbrechen, wenn ein starker Druck darauf ausgeübt wird, besonders leicht bei den beiden äußeren Zinkeneinlagen, wenn dieselben nicht genau in der Mitte, sondern mehr an der Außenseite des sie umschließenden Metalles liegen. Bei den Doppelzinken dagegen ist die haltende Metallmasse fast doppelt so groß und ein gleichmäßiges Biegen immer gesichert; es erfolgt ein gleichmäßiges Umfließen des Metalles und ein Ausbrechen der äußeren Zinken ist vollständig unmöglich.

Je zwei solcher im Rücken vereinigten Zinken sind federnd und jede Verbiegung gleicht sich sofort selbstthätig wieder aus; um die Elasticität zu erhöhen, empfiehlt es sich, die hintere Hälfte der Doppelzinken flach zu drücken, Fig. 4, während der Runddraht vorn unverändert bleibt. Diese Pressung kann während des Biegens der geraden Drähte in die rippenförmig gekrümmte Façon geschehen. Bei dieser Biegung ergibt sich auch noch der Vortheil, daß der Arbeiter anstatt vier einzelne immer nur zwei Doppelzinken in die Hand zu nehmen hat; auch beim Umgießen ist die Manipulation erleichtert.

## PATENT-ANSPRUCH:

Ferré-Gabeln, bei denen die Verstärkungseinlagen je zweier Zinken aus einem im Rücken zusammenhängenden Stück bestehen.

Hierzu 1 Blatt Zeichnungen.